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ABSTRACT

The effects of televised dramatic violence are investigated by this report. The study notes that although the composite index of violence is below the 1967-69 levels, 8 of 10 programs contained violence. Violent episodes remained at 5 per program and 8 per hour, but both killing and the number of violent characters dropped. Programs continued from 1971 were more violent than the new 1972 shows. Programs on the National Broadcasting Company and the American Broadcasting Company increased in violence, while those on the Columbia Broadcasting System declined. Males and non-white were the most violent characters, and the ratio of victimization rose, particularly for women and non-whites. Regardless of age, sex, or educational level, significant differences were found between light and heavy viewers regarding the relationship between television viewing and conceptions of social reality which conform to the world of television but contrast with real life. Heavy viewers conceive of social reality as television depicts it, overestimating the prevalence of violence. This indicates television's power to cultivate fear and exaggerated estimates of violent crime. An appendix explains the Violence Index and presents information on measures and indicators used to compile it. (For related document, see ED 059 623.) (PB)

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THE VIOLENCE PROFILE No. 5

Trends in network television drama and viewer conceptions of social reality

June 1973

by

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with the assistance of
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INTRODUCTION

This is the fifth in a series of reports on televised dramatic violence. The continuing research from which this report is drawn has investigated the extent, nature, and symbolic functions of violence in network television drama since 1967. A study of effects is reported here for the first time.

The research was initiated under contract with the National Commission on the Causes and Prevention of Violence. The 1967-68 findings were published in the report of the Commission's Mass Media Task Force (Violence and the Media by Robert K. Baker and Sandra J. Ball, U.S. Government Printing Office, Washington, D.C., 1969). The 1969 and 1970 research was conducted under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior. The 1967-69 findings, including a discussion of the symbolic functions of television violence in demonstrating the structure of social power, appeared under the title "Violence in Television Drama: Trends and Symbolic Functions" in Volume 1 of the report to that Committee (Television and Social Behavior; Media Content and Control, edited by George A. Comstock and Eli A. Rubinstein, U.S. Government Printing Office, Washington, D.C., 1972).

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This report is a by-product of the pilot study of the feasibility of developing a set of Cultural Indicators that trace trends in both media content and effects. The study is under a grant from the National Institute of Mental Health.

The definition of dramatic violence was "the overt expression of physical force, compelling action against one's will on pain of being hurt or killed, or actually hurting or killing."

A summary of the findings follows. The Appendix contains an explanation of the Violence Index. Tabular and graphic presentations of measures and indicators composing the Index by program types, networks, and other categories conclude the report.

THE RISKS OF LIFE IN PRIME TIME

Summary of findings

The 1972 composite index of dramatic violence on prime-time network television remained below 1967-69 levels. Still, 8 out of every 10 programs and 9 out of every 10 cartoons contained some violence. Newly developed indicators of public conceptions of social reality gave striking evidence of video's power to cultivate fear and exaggerated estimates of violent crime among heavy television viewers.

The actual prevalence of violence (percent of programs and hours containing violent action) did not change since these studies began in 1967. The rate of violent episodes also remained about 5 per program and 8 per hour (17 per cartoon hour). The elements of the Violence Index responsible for such reductions as have been achieved were the proportion of characterizations involved in violence, which fell from 73 to 58 percent of all leading characters, and the proportion of those involved in killing, which declined from 19 percent to 10 percent of all leading characters.

However, the ratio of victimization (the margin of victims over perpetrators of violence) rose to a new high, and struck particularly hard at women and nonwhites. Thus a reduction in violent characterizations may be offset by a sharpening of the social functions of symbolic violence in demonstrating an invidious pattern of fear and power.

Programs continued from 1971 were more violent, but new programs started in 1972 were less violent than before. NBC programs increased in violence and were the most violent in 1972. ABC programs also increased in violence and were in second place, with CBS programs down from 1971 and the least violent.

Males were more likely to be involved in violence than females, but nonwhites were the most heavily involved. Dividing the number of those involved with the number not involved yields an Involvement Ratio (IR), which was 1.22 for whites, 2.73 for others. The 1969-72 average was IR 1.34 for whites and IR 4.23 for others. Violence thus touched most television characters each week, but it touched whites more lightly than the others.

The social content of violence is inherent in <u>how</u> one is "involved." Some commit and others suffer violence. The pattern of winners and losers provides a differential calculus of the risks of life in prime time. That is what cultivates a margin of fear and demonstrates a structure of power that television viewers may project upon reality.

While the ratio of involvement dipped, the ratio of victimization rose, and the burden of risks weighed more heavily on women and nonwhites.

More people suffer than inflict violence. The Victimization Ratio (VR) is the number of victims for each perpetrator. That ratio was

	For all leading characters	For men	For women
1967	1.16	1.18	1.00
1968	1.13	1.11	1.31
1969	1.21	1.17	1.45
1970	1.09	1.12	1.08
1971	1.10	1.06	1.43
1972	1.26	1.20	1.69

For four of the six years, women were more likely to be victimized than men, and the rate of their victimization rose more rapidly.

The Victimization Ratio for whites and others was

	For Whites	For Others
1967	1.15	1.17
1968	1.06	1.36
1969	1.19	1.26
1970	1.10	1.07
1971	1.08	1.17
1972	1.25	1.30

For five of the six years the others suffered more from television violence, than did the whites.

The Cultural Indicators project now underway is designed to track these trends and their effects upon television viewers' conceptions of social reality. The pattern of findings available and reported here for the first time shows significant differences between heavy and light viewers, regardless of sex, age, and educational level. A measure of the relationship between viewing and responding according to the television image is the Cultivation Differential. That is the percentage difference by which more heavy viewers (those who watch television 4 hours or more) than light viewers (who watch 2 hours or less) respond to a question according to the "television message" when that deviates from the real facts of the case. A national probability sample of heavy and light viewers responded to these questions with the following Cultivation Differential:

Question	Cultivation Differential
What percent of all crimes are violent?	3.1%
What are your chances of encountering violence?	12.8%

That means that significantly* more heavy than light viewers overestimated the percentage of violent crimes (i.e. responded more as they have seen on television than as it is in real life), and also overestimated the danger of their being involved in violence (again as seen on television compared to real life).

These and other similar findings provide the first clear evidence of a relationship between television viewing and conceptions of social reality that conform to the world of television but contrast with real life. The Cultural

*Phi coefficient p=.01

Indicators study is continuing under the sponsorship of NIMH. A progress report from which these findings are drawn is available from the investigators. A full report will be published in early 1974.

APPENDIX

PROCEDURES OF MESSAGE ANALYSIS YIELDING THE VIOLENCE INDEX

Sampling

The analysis was performed on annual sample-weeks of network dramatic programs broadcast in evening prime-time and Saturday daytime in the fall of each year since 1967. In 1967 and 1968, the hours included were 7:30 to 10 p.m. Monday through Saturday, 7 to 10 p.m. Sunday, and children's programs 8 a.m. to noon Saturday. Beginning in 1969, however, these hours were expanded until 11 p.m. each evening and from 7 a.m. to 2:30 p.m. Saturday. To allow comparisons under this sampling departure, figures for the transitional year 1969 are presented separately for (1) that portion of the 1969 week that conforms with the 1967-68 samples, and (2) the entire 1969 week commensurate with the enlarged samples.

The solid-week sample has been demonstrated to be at least as generalizable to a year's programming as larger randomly-selected samples. In a sampling experiment executed in connection with the 1967-68 study, a sample of 365 programs was constructed along the same time intervals as the project's 1967-68 samples, except that it was drawn according to a one-program-per-day random selection procedure, for a calendar year that approximately bridged the interval between the 1967 and 1968 samples. (See Michael F. Eleey, "Variations in Generalizability Resulting from Sampling Characteristics of Content Analysis Data: A Case Study," The Annenberg School of Communications, University of Pennsylvania, 1969.) There proved to be no significant differences in proportions along the dimensions of program style, format, type and tone between the experimental and solid-week samples.

Data Collection

Each year a group of coders is recruited and trained in the use of the coding instrument. They are pretested for reliability by a statistical analysis of

inter-coder agreement. (See Klaus Krippendorff, "Bivariate Agreement Coefficients for Reliability of Data," in E. F. Borgatta and G. W. Bohrnstedt, eds., Sociological Methodology: 1970, San Francisco: Jossey-Bass, Inc., 1970.)

All analysis is done by monitoring the videotaped programs as many times as necessary, and playing back selected portions as needed. In the final gathering of data, coders work in independent pairs, and all programs are coded by two such pairs. This set of double-coded data is then subjected to a final reliability analysis. On the basis of the reliability findings, a final set of codings is selected from the reliable coder pairs, and reliability results are tabulated by variable to guide the final interpretations. Variables failing to achieve a final reliability coefficient above .66 are eliminated from further analysis.

Recording Units

The recording units on which these findings are based are of three main types: (1) the television program as a whole (i.e. a dramatic plot-entity); (2) individual violent actions appearing in the programs; and (3) the dramatic characters appearing in the programs. The latter unit is further divided into two sub-types; major characters, representing the principal character-types essential to the plot of the program, and minor characters, comprising all other speaking characters. The figures on role and characterization in this report are based on the major characters only. The analysis of minor characters for those years for which they were recorded (1969, 1970, 1971) is in process.

Measures and Indicators Composing the Violence Index

The amount of violence in TV drama is measured in several ways. Some of these ways show the extent to which there was any violence in the program samples. Others note the frequency of violence. Still others show the proportion of leading

characters involved in violence. These measures we shall call prevalence, rate, and role, respectively.

The prevalence of violence in the program samples is expressed as the percent of plays, program hours, or both, containing any violence at all. This shows the likelihood of encountering (or chances of avoiding) violence in the course of non-selective viewing.

The rates of violence express the frequency and concentration of violent action in the samples. They are based on scenes of violence between the same opponents, called violent episodes. The number of violent episodes divided by the total number of plays (whether violent or not) yields the rate per all programs; the same number divided by the total number of program hours gives the rate per all hours.

Roles related to violence are those of leading characters committing violence, falling victim to it, or both. Each of these roles is separately computed, as is the percent of those involved in lethal violence and fatal victimization.

These measures of violence are based directly on analysts' observations. They are combined to form indicators expressing several of the qualities measured in single summary figures. They are not statistical findings in themselves, and should not be treated as such. Rather they serve as convenient illustrators of the basic findings and facilitate gross comparisons.

We will use three kinds of indicators. Two are based on selected measures showing qualities of programs and of characterizations, respectively. The third and most general index is the sum of the first two.

The two intermediate indicators are called scores. Prevalence, rate per play, and rate per hour are reflected in the program score (PS). This is computed as follows:

$$PS=(\%P)+2(R/P)+2(R/H)$$

In this formula, (%P) is the percent of programs containing violence, (R/P) is the rate of violent episodes per play, and (R/H) is the rate per hour. The rates are doubled in order to raise their relatively low numerical value to the importance that the concepts of frequency and saturation deserve. The rate per hour is included to reflect the concentration or diffusion of violent action in time. The formula, then, gives the greatest weight to the extent to which violence prevails at all in the programs. Secondary but substantial weight is given to the frequency of violence and the saturation of the programs with violent action.

Roles involving characters in some violence, weighted by roles involved in killing, are expressed in the character score (CS). The formula

$$CS=(\%V)+(\%K)$$

represents the percent of all leading characters committing violence, suffering violence or both (%V), with added weight given to the percent of those involved in killing either as killers or as victims, or both (%K).

Finally, the violence index is obtained by adding the program score to the character score. Prevalence, rate, and role are thus reflected in the index, with program information weighing usually slightly more heavily in the balance than information derived from character analysis. Of course, all these indices are additive: if all components change in the same direction, the index accumulates the changes; if they go counter to one another, the index balances them out.

TABLES AND FIGURES

Appendix F-1

TABLE 1: MEASURES AND INDICATORS: ALL NETWORKS, ALL PROGRAMS

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	96	87	98	121	111	103	100
Program hours analyzed	62.00	58.50	61.75	71.75	67.17	70.29	72.00
Leading characters analyzed	240	215	307	377	196	252	300
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	81.2	81.6	80.6	83.5	77.5	80.6	79.0
Program hours containing violence	83.2	87.0	82.0	83.2	78.3	87.2	84.2
Rate	N	N	N	N	N	N	N
Number of violent episodes	478	394	483	630	498	483	539
(R/P) Rate per all programs (plays)	5.0	4.5	4.9	5.2	4.5	4.7	5.4
(R/H) Rate per all hours	7.7	6.7	7.8	8.8	7.4	6.9	7.5
Roles (% of leading characters)	%	%	%	%	%	%	%
Violents (committing violence)	55.8	49.3	46.6	48.5	52.0	46.0	39.3
Victims (subjected to violence)	64.6	55.8	57.7	58.9	56.6	50.8	49.7
(%V) All those involved in violence either as violents or as victims or both	73.3	65.1	64.2	66.3	62.8	61.5	58.3
Killers (committing fatal violence)	12.5	10.7	3.3	3.7	6.6	8.7	7.7
Killed (victims of lethal violence)	7.1	3.7	2.0	2.1	4.6	3.2	4.7
(%K) All those involved in killing either as killers or as killed or both	18.8	11.6	5.3	5.5	8.7	9.9	9.7
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	106.6	104.0	106.0	111.5	101.3	103.7	104.8
Character score: CS = (%V)+(%K)	92.1	76.7	69.5	71.8	71.5	71.4	68.0
Violence index: VI = PS+CS	198.7	180.7	175.5	183.3	172.8	175.1	172.8

TABLE 2: MEASURES AND INDICATORS: CARTOONS, ALL NETWORKS

One week's prime time and Saturday morning programs in

					Enlarged sample			
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
	Programs (plays) analyzed	32	25	38	53	50	33	37
	Program hours analyzed	7.00	6.92	8.67	12.17	13.17	11.04	13.50
	Leading characters analyzed	62	47	102	146	63	64	75
MEASURES OF VIOLENCE								
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	93.7	96.0	97.4	98.1	96.0	93.9	91.9
	Program hours containing violence	94.3	92.8	96.1	97.2	95.6	97.9	94.8
Rate		N	N	N	N	N	N	N
	Number of violent episodes	151	162	254	370	296	216	231
(R/P)	Rate per all programs (plays)	4.7	6.5	6.7	7.0	5.9	6.6	6.2
(R/H)	Rate per all hours	21.6	23.4	29.3	30.4	22.5	19.6	17.1
Roles (% of leading characters)		%	%	%	%	%	%	%
	Violents (committing violence)	72.6	66.0	70.6	67.1	79.4	67.2	44.0
	Victims (subjected to violence)	83.9	76.6	85.3	80.1	82.5	73.4	69.3
(%V)	All those involved in violence either as violents or as victims or both	90.3	78.7	90.2	87.0	93.7	84.4	77.3
	Killers (committing fatal violence)	4.8	4.3	0.0	0.7	3.2	1.6	0.0
	Killed (victims of lethal violence)	9.7	0.0	1.0	1.4	1.6	1.6	1.3
(%K)	All those involved in killing either as killers or as killed or both	14.5	4.3	1.0	2.1	3.2	1.6	1.3
INDICATORS OF VIOLENCE								
	Program score: PS=(%P)+2(R/P)+2(R/H)	146.3	155.8	169.4	172.9	153.0	146.2	138.6
	Character score: CS = (%V)+(%K)	104.8	83.0	91.2	89.1	96.9	85.9	78.7
	Violence index: VI = PS+CS	251.1	238.8	260.6	262.0	249.9	232.1	217.3

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TABLE 3: MEASURES AND INDICATORS: TV PLAYS, ALL NETWORKS

One week's prime time and Saturday morning programs in Enlarged sample

		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
SAMPLES (100%)								
	Programs (plays) analyzed	58	55	52	60	55	59	51
	Program hours analyzed	42.50	36.58	36.58	43.08	41.50	41.00	38.00
	Leading characters analyzed	159	145	176	202	119	155	173
MEASURES OF VIOLENCE								
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	74.1	72.7	67.3	70.0	58.2	69.5	66.7
	Program hours containing violence	81.2	80.6	76.8	77.0	66.3	78.7	77.2
Rate		N	N	N	N	N	N	N
	Number of violent episodes	298	168	187	218	145	182	198
(R/P)	Rate per all programs (plays)	5.1	3.1	3.6	3.6	2.6	3.1	3.9
(R/H)	Rate per all hours	7.0	4.6	5.1	5.1	3.5	4.4	5.2
Roles (% of leading characters)		%	%	%	%	%	%	%
	Violents (committing violence)	49.7	40.7	34.7	37.1	33.6	36.1	33.5
	Victims (subjected to violence)	59.1	46.9	42.6	44.6	39.5	40.0	35.3
(%V)	All those involved in violence either as violents or as victims or both	67.3	57.2	50.0	52.5	42.9	50.3	43.9
	Killers (committing fatal violence)	15.7	11.0	5.1	5.9	6.7	7.7	8.1
	Killed (victims of lethal violence)	6.3	4.1	2.3	2.5	5.0	2.6	2.3
(%K)	All those involved in killing either as killers or as killed or both	20.7	12.4	7.4	7.9	9.2	8.4	8.7
INDICATORS OF VIOLENCE								
	Program score: PS=(%P)+2(R/P)+2(R/H)	98.3	88.1	84.7	87.4	70.4	84.5	84.8
	Character score: CS = (%V)+(%K)	88.0	69.6	57.4	60.4	52.1	58.7	52.6
	Violence index: VI = PS+CS	186.3	157.7	142.1	147.8	122.5	143.2	137.4

TABLE 4: MEASURES AND INDICATORS: FEATURE FILMS, ALL NETWORKS

One week's prime time and Saturday morning programs in Enlarged sample

	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
SAMPLES (100%)							
Programs (plays) analyzed	6	7	8	8	6	11	12
Program hours analyzed	12.50	15.00	16.50	16.50	12.50	18.25	20.50
Leading characters analyzed	19	23	29	29	14	33	52
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	83.3	100.0	87.5	87.5	100.0	100.0	91.7
Program hours containing violence	84.0	100.0	86.4	86.4	100.0	100.0	90.2
Rate	N	N	N	N	N	N	N
Number of violent episodes	29	64	42	42	57	85	110
(R/P) Rate per all programs (plays)	4.8	9.1	5.3	5.3	9.5	7.7	9.2
(R/H) Rate per all hours	2.3	4.3	2.5	2.5	4.6	4.7	5.4
Roles (% of leading characters)	%	%	%	%	%	%	%
Violents (committing violence)	52.6	69.6	34.5	34.5	85.7	51.5	51.9
Victims (subjected to violence)	47.4	69.6	51.7	51.7	85.7	57.6	69.2
(%V) All those involved in violence either as violents or as victims or both	68.4	87.0	58.6	58.6	92.9	69.7	78.8
Killers (committing fatal violence)	10.5	21.7	3.4	3.4	21.4	27.3	17.3
Killed (victims of lethal violence)	5.3	8.7	3.4	3.4	14.3	9.1	17.3
(%K) All those involved in killing either as killers or as killed or both	15.8	21.7	6.9	6.9	28.6	33.3	25.0
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	97.5	126.8	103.1	103.1	128.1	124.8	120.7
Character score: CS = (%V)+(%K)	84.2	108.7	65.5	65.5	121.5	103.0	103.8
Violence index: VI = PS+CS	181.7	235.5	168.6	168.6	249.6	227.8	224.5

TABLE 5: MEASURES AND INDICATORS: CRIME, WESTERN, ACTION-ADVENTURE

One week's prime time and Saturday morning programs in

					Enlarged sample			
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
	Programs (plays) analyzed	64	54	63	82	43	59	46
	Program hours analyzed	44.25	39.17	33.25	40.25	33.30	45.39	41.20
	Leading characters analyzed	164	135	190	248	80	145	151
MEASURES OF VIOLENCE								
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	95.3	98.2	96.8	97.6	95.4	94.9	95.6
	Program hours containing violence	94.5	98.7	96.5	97.1	96.2	97.5	98.5
Rate		N	N	N	N	N	N	N
	Number of violent episodes	419	341	418	559	260	397	360
(R/P)	Rate per all programs (plays)	6.6	6.3	6.6	6.8	6.1	6.7	7.8
(R/H)	Rate per all hours	9.5	8.7	12.6	13.9	7.8	8.8	8.7
Roles (% of leading characters)		%	%	%	%	%	%	%
	Violents (committing violence)	72.6	65.9	64.2	63.7	71.2	62.1	55.6
	Victims (subjected to violence)	80.5	73.3	77.4	75.4	81.2	67.6	65.6
(%V)	All those involved in violence either as violents or as victims or both	89.0	82.2	85.3	84.3	86.2	77.9	76.8
	Killers (committing fatal violence)	18.3	16.3	4.7	5.2	11.2	13.1	13.2
	Killed (victims of lethal violence)	9.8	5.2	3.2	3.2	5.0	4.1	6.6
(%K)	All those involved in killing either as killers or as killed or both	26.8	17.8	7.9	8.1	13.7	14.5	15.9
INDICATORS OF VIOLENCE								
	Program score: PS=(%P)+2(R/P)+2(R/H)	127.3	128.2	135.2	139.0	123.1	125.9	128.8
	Character score: CS = (%V)+(%K)	115.8	100.0	93.2	92.4	99.9	92.4	92.7
	Violence index: VI = PS+CS	243.1	228.1	228.4	231.4	223.0	218.3	221.5

TABLE 6: MEASURES AND INDICATORS: COMEDY, ALL NETWORKS

One week's prime time and Saturday morning programs in

SAMPLES (100%)	1967 N	1968 N	1969 N	Enlarged sample 1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	44	42	48	60	60	43	45
Program hours analyzed	21.75	18.75	19.07	22.32	20.80	17.17	17.07
Leading characters analyzed	107	81	82	101	74	61	66
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	65.9	66.7	70.8	76.7	81.7	76.7	62.2
Program hours containing violence	57.8	64.9	55.0	61.5	74.4	78.2	55.9
Rate	N	N	N	N	N	N	N
Number of violent episodes	121	134	216	307	277	186	147
(R/P) Rate per all programs (plays)	2.8	3.2	4.5	5.1	4.6	4.3	3.3
(R/H) Rate per all hours	5.6	7.2	11.3	13.8	13.3	10.8	8.6
Roles (% of leading characters)	%	%	%	%	%	%	%
Violents (committing violence)	37.4	38.3	40.2	47.5	63.5	50.8	21.2
Victims (subjected to violence)	46.7	43.2	61.0	68.3	66.2	55.7	28.8
(%V) All those involved in violence either as violents or as victims or both	55.1	53.1	63.4	70.3	75.7	63.9	36.4
Killers (committing fatal violence)	3.7	4.9	0.0	0.0	2.7	1.6	1.5
Killed (victims of lethal violence)	0.9	0.0	0.0	0.0	1.4	0.0	0.0
(%K) All those involved in killing either as killers or as killed or both	4.7	4.9	0.0	0.0	2.7	1.6	1.5
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	82.5	87.3	102.5	114.4	117.5	107.1	86.0
Character score: CS = (%V)+(%K)	59.8	58.0	63.4	70.3	78.4	65.6	37.9
Violence index: VI = PS+CS	142.3	145.3	165.9	184.7	195.9	172.7	123.9

TABLE 7: MEASURES AND INDICATORS: ABC, ALL PROGRAMS

		One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
	Programs (plays) analyzed	35	22	34	39	41	31	33
	Program hours analyzed	22.00	17.50	20.00	22.50	21.17	22.42	24.00
	Leading characters analyzed	86	63	109	127	76	88	104
MEASURES OF VIOLENCE								
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	88.6	90.9	76.5	76.9	73.2	71.0	75.8
	Program hours containing violence	90.9	94.3	71.3	70.0	68.1	83.3	84.7
Rate		N	N	N	N	N	N	N
	Number of violent episodes	195	111	161	168	173	113	205
(R/P)	Rate per all programs (plays)	5.6	5.0	4.7	4.3	4.2	3.6	6.2
(R/H)	Rate per all hours	8.9	6.3	8.1	7.5	8.2	5.0	8.5
Roles (% of leading characters)		%	%	%	%	%	%	%
	Violents (committing violence)	62.8	55.6	44.0	41.7	47.4	34.1	34.6
	Victims (subjected to violence)	72.1	57.1	53.2	48.8	52.6	40.9	44.2
(%V)	All those involved in violence either as violents or as victims or both	82.6	66.7	61.5	57.5	59.2	46.6	54.8
	Killers (committing fatal violence)	14.0	12.7	3.7	3.1	3.9	5.7	11.5
	Killed (victims of lethal violence)	8.1	1.6	2.7	2.4	1.3	2.3	8.7
(%K)	All those involved in killing either as killers or as killed or both	22.1	12.7	6.4	5.5	3.9	6.8	14.4
INDICATORS OF VIOLENCE								
	Program score: PS=(%P)+2(R/P)+2(R/H)	117.6	113.5	102.1	100.5	98.0	88.3	105.3
	Character score: CS = (%V)+(%K)	104.7	79.4	67.9	63.0	63.1	53.4	69.2
	Violence index: VI = PS+CS	222.3	192.9	170.0	163.5	161.1	141.7	174.5

TABLE 8: SELECTED MEASURES, ABC CARTOONS

	One week's prime time and Saturday morning programs in Enlarged sample						
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	13	4	16	18	20	6	9
Program hours analyzed	3.00	1.50	3.50	4.00	4.67	2.67	4.00
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	100.0	100.0	100.0	95.0	100.0	100.0
Program hours containing violence	100.0	100.0	100.0	100.0	94.6	100.0	100.0
Rate	N	N	N	N	N	N	N
Number of violent episodes	70	26	95	99	114	35	82
(R/P) Rate per all programs (plays)	5.4	6.5	5.9	5.5	5.7	5.8	9.1
(R/H) Rate per all hours	23.3	17.3	27.1	24.8	24.4	13.1	20.5
Program score PS=(%P)+2(R/P)+2(R/H)	157.4	147.6	166.0	160.6	155.3	137.9	159.2

TABLE 9: SELECTED MEASURES, ABC NON-CARTOON PROGRAMS

One week's prime time and Saturday morning programs in

		1967	1968	1969	1969 Enlarged sample	1970	1971	1972
SAMPLES (100%)		N	N	N	N	N	N	N
	Programs (plays) analyzed	22	18	18	21	21	25	24
	Program hours analyzed	19.00	16.00	16.50	18.50	16.50	19.75	20.00
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	81.8	88.9	55.6	57.1	52.4	64.0	66.7
	Program hours containing violence	89.5	93.8	65.2	63.5	60.6	81.0	81.7
Rate		N	N	N	N	N	N	N
	Number of violent episodes	125	85	66	69	59	78	123
(R/P)	Rate per all programs (plays)	5.7	4.7	3.7	3.3	2.8	3.1	5.1
(R/H)	Rate per all hours	6.6	5.3	4.0	3.7	3.6	4.0	6.2
Program score	PS=(%P)+2(R/P)+2(R/H)	106.4	108.9	71.0	71.1	65.2	78.1	89.2

TABLE 10: SELECTED MEASURES, ABC CRIME, WESTERN, ACTION-ADVENTURE

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	25	16	24	26	21	14	14
Program hours analyzed	18.25	12.50	12.25	12.75	10.80	12.92	13.50
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	100.0	100.0	100.0	95.2	92.9	100.0
Program hours containing violence	100.0	100.0	100.0	100.0	97.7	96.1	100.0
Rate	N	N	N	N	N	N	N
Number of violent episodes	170	99	154	158	119	97	133
(R/P) Rate per all programs (plays)	6.8	6.2	6.4	6.1	5.7	6.9	9.5
(R/H) Rate per all hours	9.3	7.9	12.6	12.4	11.0	7.5	9.8
Program score PS=(%P)+2(R/P)+2(R/H)	132.2	128.2	138.0	137.0	128.6	121.7	138.7

TABLE 11: SELECTED MEASURES, ABC COMEDY

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	13	6	16	18	21	10	14
Program hours analyzed	4.00	6.00	7.85	8.85	6.97	3.92	5.67
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	76.9	100.0	62.5	66.7	81.0	70.0	57.1
Program hours containing violence	62.5	100.0	39.5	46.3	71.3	74.5	50.0
Rate	N	N	N	N	N	N	N
Number of violent episodes	45	32	57	60	101	28	50
(R/P) Rate per all programs (plays)	3.5	5.3	3.6	3.3	4.8	2.8	3.6
(R/H) Rate per all hours	11.2	5.3	7.3	6.8	14.5	7.2	8.8
Program score PS=(%P)+2(R/P)+2(R/H)	106.4	121.3	84.3	86.9	119.6	89.9	81.9

TABLE 12: MEASURES AND INDICATORS: CBS, ALL PROGRAMS

One week's prime time and Saturday morning programs in

				Enlarged sample			
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	32	35	29	44	41	37	41
Program hours analyzed	19.50	20.00	18.00	24.00	24.00	24.47	24.50
Leading characters analyzed	73	79	93	135	63	81	108
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	65.6	77.1	72.4	81.8	73.2	78.4	70.7
Program hours containing violence	70.5	80.0	78.7	84.0	75.7	86.8	72.6
Rate	N	N	N	N	N	N	N
Number of violent episodes	111	137	113	232	152	209	167
(R/P) Rate per all programs (plays)	3.5	3.9	3.9	5.3	3.7	5.6	4.1
(R/H) Rate per all hours	5.7	6.9	6.3	9.7	6.3	8.5	6.8
Roles (% of leading characters)	%	%	%	%	%	%	
Violents (committing violence)	39.7	40.5	38.7	49.6	54.0	54.3	34.3
Victims (subjected to violence)	46.6	51.9	47.3	57.8	54.0	61.7	44.4
(%V) All those involved in violence either as violents or as victims or both	53.4	59.5	52.7	65.2	60.3	71.6	51.9
Killers (committing fatal violence)	8.2	7.6	1.1	3.7	4.8	14.8	5.6
Killed (victims of lethal violence)	6.8	3.8	2.2	3.0	3.2	4.9	0.9
(%K) All those involved in killing either as killers or as killed or both	13.7	8.9	3.2	5.9	7.9	16.0	5.6
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	84.0	98.7	92.8	111.8	93.2	106.8	92.5
Character score: CS = (%V)+(%K)	67.0	68.4	55.9	71.1	68.2	87.7	57.4
Violence index: VI = PS+CS	151.0	167.1	148.7	182.9	161.4	194.5	149.9

TABLE 13: SELECTED MEASURES, CBS CARTOONS

One week's prime time and Saturday morning programs in

		1967	1968	1969	1969 Enlarged sample	1970	1971	1972
SAMPLES (100%)		N	N	N	N	N	N	N
	Programs (plays) analyzed	10	13	9	20	17	14	19
	Program hours analyzed	2.00	3.00	3.00	5.50	5.00	3.97	5.50
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	90.0	100.0	88.9	95.0	94.1	85.7	84.2
	Program hours containing violence	90.0	100.0	88.7	94.0	93.3	94.1	87.3
Rate		N	N	N	N	N	N	N
	Number of violent episodes	44	77	66	160	92	92	94
(R/P)	Rate per all programs (plays)	4.4	5.9	7.3	8.0	5.4	6.6	5.0
(R/H)	Rate per all hours	22.0	25.7	22.0	29.1	18.4	23.2	17.1
Program score	PS=(%P)+2(R/P)+2(R/H)	142.8	163.2	147.5	169.2	141.7	145.2	128.3

TABLE 14: SELECTED MEASURES, CBS NON-CARTOON PROGRAMS

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	22	22	20	24	24	23	22
Program hours analyzed	17.50	17.00	15.00	18.50	19.00	20.50	19.00
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	54.5	63.6	65.0	70.8	58.3	73.9	59.1
Program hours containing violence	68.6	76.5	76.7	81.1	71.0	85.4	68.4
Rate	N	N	N	N	N	N	N
Number of violent episodes	67	60	47	72	60	117	73
(R/P) Rate per all programs (plays)	3.0	2.7	2.4	3.0	2.5	5.1	3.3
(R/H) Rate per all hours	3.8	3.5	3.1	3.9	3.2	5.7	3.8
Program score PS=(%P)+2(R/P)+2(R/H)	68.1	76.0	76.0	84.6	69.6	95.5	73.4

TABLE 15: SELECTED MEASURES, CBS CRIME, WESTERN, ACTION-ADVENTURE

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	18	18	12	27	9	21	16
Program hours analyzed	10.00	9.00	5.50	11.50	8.67	15.35	12.20
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	94.4	94.4	91.6	96.3	100.0	90.5	87.5
Program hours containing violence	97.5	94.4	87.8	94.2	100.0	96.0	95.1
Rate	N	N	N	N	N	N	N
Number of violent episodes	99	107	76	195	58	166	115
(R/P) Rate per all programs (plays)	5.5	5.9	6.3	7.2	6.4	7.9	7.2
(R/H) Rate per all hours	9.0	11.9	13.8	17.0	6.7	10.8	9.4
Program score PS=(%P)+2(R/P)+2(R/H)	125.2	130.1	131.8	144.7	126.3	127.9	120.7

TABLE 16: SELECTED MEASURES, CBS COMEDY

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	16	21	17	26	26	17	24
Program hours analyzed	8.00	7.92	7.50	9.50	9.50	6.52	8.40
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	43.8	61.9	64.7	76.9	76.9	70.6	54.2
Program hours containing violence	37.5	49.5	62.7	70.2	70.2	73.4	44.1
Rate	N	N	N	N	N	N	N
Number of violent episodes	16	61	66	143	95	76	50
(R/P) Rate per all programs (plays)	1.0	2.9	3.9	5.5	3.7	4.5	2.1
(R/H) Rate per all hours	2.0	7.7	8.8	15.0	10.0	11.7	6.0
Program score PS=(%P)+2(R/P)+2(R/H)	49.8	83.1	90.1	118.0	104.3	102.8	70.2

TABLE 17: MEASURES AND INDICATORS: NBC, ALL PROGRAMS

	One week's prime time and Saturday morning programs in			Enlarged sample			
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	29	30	35	38	29	35	26
Program hours analyzed	20.50	21.00	23.75	25.25	22.00	23.40	23.50
Leading characters analyzed	81	73	105	115	57	83	88
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	89.7	80.0	91.4	92.1	89.7	91.4	96.1
Program hours containing violence	87.0	87.7	93.7	94.1	90.9	91.4	95.7
Rate	N	N	N	N	N	N	N
Number of violent episodes	172	146	209	230	173	161	167
(R/P) Rate per all programs (plays)	5.9	4.9	6.0	6.1	6.0	4.6	6.4
(R/H) Rate per all hours	8.4	7.0	8.8	9.1	7.9	6.9	7.1
Roles (% of leading characters)	%	%	%	%	%	%	%
Violents (committing violence)	63.0	53.4	56.2	54.8	56.1	50.6	51.1
Victims (subjected to violence)	72.8	58.9	71.4	71.3	64.9	50.6	62.5
(%V) All those involved in violence either as violents or as victims or both	81.5	69.9	77.1	77.4	70.2	67.5	70.5
Killers (committing fatal violence)	14.8	12.3	4.8	4.3	12.3	6.0	5.7
Killed (victims of lethal violence)	6.2	5.5	1.0	0.9	10.5	2.4	4.5
(%K) All those involved in killing either as killers or as killed or both	19.8	13.7	5.7	5.2	15.8	7.2	9.1
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	118.3	103.8	121.0	122.5	117.3	114.4	123.2
Character score: CS = (%V)+(%K)	101.3	83.5	82.8	82.6	86.0	74.7	79.5
Violence index: VI = PS+CS	219.6	187.3	203.8	205.1	203.3	189.1	202.7

TABLE 18: SELECTED MEASURES, NBC CARTOONS

One week's prime time and Saturday morning programs in

					Enlarged sample			
		1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)		N	N	N	N	N	N	N
	Programs (plays) analyzed	9	8	13	15	13	13	9
	Program hours analyzed	2.00	2.42	2.17	2.67	3.50	4.40	4.00
Prevalence		%	%	%	%	%	%	%
(%P)	Programs containing violence	88.9	87.5	100.0	100.0	100.0	100.0	100.0
	Program hours containing violence	90.0	79.2	100.0	100.0	100.0	100.0	100.0
Rate		N	N	N	N	N	N	N
	Number of violent episodes	37	59	93	111	90	89	55
(R/P)	Rate per all programs (plays)	4.1	7.4	7.2	7.4	6.9	6.8	6.1
(R/H)	Rate per all hours	18.5	24.4	42.9	41.6	25.7	20.2	13.8
Program score	PS=(%P)+2(R/P)+2(R/H)	134.1	151.1	200.2	198.0	165.3	154.2	139.7

TABLE 19: SELECTED MEASURES, NBC NON-CARTOON PROGRAMS

	One week's prime time and Saturday morning programs in Enlarged sample						
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	20	22	22	23	16	22	17
Program hours analyzed	18.50	18.58	21.58	22.58	18.5	19.00	19.50
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	90.0	77.3	86.4	87.0	81.2	86.4	94.1
Program hours containing violence	86.5	88.8	93.0	93.4	89.2	89.5	94.9
Rate	N	N	N	N	N	N	N
Number of violent episodes	135	87	116	119	83	72	112
(R/P) Rate per all programs (plays)	6.8	4.0	5.3	5.2	5.2	3.3	6.6
(R/H) Rate per all hours	7.3	4.7	5.4	5.3	4.5	3.8	5.7
Program score PS=(%P)+2(R/P)+2(R/H)	118.2	94.7	107.8	108.0	100.6	100.5	118.8

TABLE 20: SELECTED MEASURES, NBC CRIME, WESTERN, ACTION-ADVENTURE

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	21	20	27	29	13	24	16
Program hours analyzed	16.00	17.67	15.50	16.00	13.83	17.12	15.50
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	90.5	100.0	96.3	96.5	92.3	100.0	100.0
Program hours containing violence	86.5	100.0	97.0	97.0	92.8	100.0	100.0
Rate	N	N	N	N	N	N	N
Number of violent episodes	150	135	188	206	83	134	112
(R/P) Rate per all programs (plays)	7.1	6.8	7.0	7.1	6.4	5.6	7.0
(R/H) Rate per all hours	9.4	7.6	12.1	12.9	6.0	7.8	7.2
Program score PS=(%P)+2(R/P)+2(R/H)	123.5	128.8	134.5	136.5	117.1	126.8	128.4

TABLE 21: SELECTED MEASURES, NBC COMEDY

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	15	15	15	16	13	16	7
Program hours analyzed	9.75	4.83	3.72	3.97	4.33	6.73	3.00
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	80.0	60.0	86.0	87.5	92.3	87.5	100.0
Program hours containing violence	72.6	46.6	72.9	74.8	88.5	85.2	100.0
Rate	N	N	N	N	N	N	N
Number of violent episodes	60	41	93	104	81	82	47
(R/P) Rate per all programs (plays)	4.0	2.7	6.2	6.5	6.2	5.1	6.7
(R/H) Rate per all hours	6.2	8.5	25.0	26.2	18.7	12.2	15.7
Program score PS=(%P)+2(R/P)+2(R/H)	100.3	82.4	148.4	152.9	142.2	122.1	144.8

TABLE 22: MEASURES AND INDICATORS: PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	64	39	51	65	67	61	70
Program hours analyzed	44.00	22.50	43.50	49.00	43.67	37.72	50.00
Leading characters analyzed	164	97	170	208	118	148	201
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	79.7	74.4	76.5	81.5	76.1	73.8	78.6
Program hours containing violence	81.4	77.8	82.6	84.5	80.0	81.5	83.3
Rate	N	N	N	N	N	N	N
Number of violent episodes	306	144	233	348	266	311	397
(R/P)Rate per all programs (plays)	4.8	3.7	4.6	5.4	4.0	5.1	5.7
(R.H)Rate per all hours	7.0	6.4	5.4	7.1	6.1	8.2	7.9
Roles (% of leading characters)	%	%	%	%	%	%	%
Violents (committing violence)	52.4	47.4	44.1	49.0	47.5	46.6	44.8
Victims (subjected to violence)	60.4	54.6	52.4	57.2	53.4	48.0	56.7
(%V) All those involved in violence either as violents or as victims or both	70.1	62.9	59.4	65.4	57.6	58.1	64.2
Killers (committing fatal violence)	12.8	10.3	4.7	5.8	6.8	6.8	9.0
Killed (victims of lethal violence)	4.3	3.1	2.9	3.4	4.2	2.7	6.0
(%K) All those involved in killing either as killers or as killed or both	16.5	11.3	7.6	8.7	9.3	8.1	11.4
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	103.2	94.5	96.3	106.4	96.3	100.5	105.8
Character score: CS=(%V)+(%K)	86.6	74.2	67.0	74.1	66.9	66.2	75.6
Violence index: VI=PS+CS	189.8	168.7	163.3	180.5	163.2	166.7	181.4

TABLE 23: SELECTED MEASURES: CARTOON PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	20	9	9	20	25	23	26
Program hours analyzed	4.00	2.50	2.67	5.17	5.67	6.47	7.50
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	95.0	88.9	88.9	95.0	96.0	91.3	92.3
Program hours containing violence	95.8	80.0	87.5	93.6	95.6	96.4	97.3
Rate	N	N	N	N	N	N	N
Number of violent episodes	83	50	50	144	128	164	158
(R/P)Rate per all programs (plays)	4.2	5.6	5.6	7.2	5.1	7.1	6.5
(R/H)Rate per all hours	20.8	20.0	18.8	27.9	22.6	25.4	22.4
Program score	144.8	140.0	137.5	165.1	151.4	156.3	150.0

TABLE 24: SELECTED MEASURES: NON-CARTOON PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	One week's prime time and Saturday morning programs in						
				Enlarged sample			
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	44	30	42	45	42	38	44
Program hours analyzed	40.00	20.00	40.83	43.83	38.00	31.25	42.50
Prevalence	%	%	%	%	%	%	%
(5P) Programs containing violence	72.7	70.0	73.8	75.6	64.3	63.2	70.4
Program hours containing violence	80.0	77.5	82.2	83.5	77.6	78.4	80.8
Rate	N	N	N	N	N	N	N
Number of violent episodes	223	94	183	204	138	147	229
(R/P)Rate per all programs (plays)	5.1	3.1	4.4	4.5	3.3	3.9	5.2
(R/H)Rate per all hours	5.6	4.7	4.5	4.6	3.6	4.7	5.4
Program Score PS=(%P)+2(R/P)+2(R/H)	94.0	85.7	91.5	93.9	78.1	80.3	91.6

TABLE 25: SELECTED MEASURES: CRIME WESTERN ACTION ADVENTURE PROGRAMS FROM THE PREVIOUS YEAR

	One week's prime time and Saturday morning programs in Enlarged sample						
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	41	23	28	42	25	35	30
Programs hours analyzed	31.25	14.50	22.50	28.00	23.50	24.10	27.70
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	95.1	95.6	92.9	95.2	96.0	91.4	96.7
Program hours containing violence	93.1	96.6	96.3	97.0	98.9	95.4	99.6
Rate	N	N	N	N	N	N	N
Number of violent episodes	256	123	179	294	157	274	253
(R/P)Rate per all programs (plays)	6.2	5.4	6.4	7.0	6.3	7.8	8.4
(R/H)Rate per all hours	8.2	8.5	8.0	10.5	6.7	11.4	9.1
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	124.0	123.3	121.6	130.2	121.9	129.8	131.8

TABLE 26: SELECTED MEASURES: COMEDY PROGRAMS FROM PREVIOUS YEAR

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	34	19	20	28	30	29	32
Program hours analyzed	16.50	8.25	10.58	12.08	10.50	10.27	10.57
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	67.6	57.9	50.0	64.3	80.0	79.3	65.6
Program hours containing violence	56.6	51.5	37.8	45.5	71.4	83.1	57.1
Rate	N	N	N	N	N	N	
Number of violent episodes	106	45	49	122	109	147	127
(R/P) Rate per all programs (plays)	3.1	2.4	2.4	4.4	3.6	5.1	4.0
(R/H) Rate per all hours	6.4	5.4	4.6	10.1	10.4	14.3	12.0
Program score: PS=(%P)+2(R/P)+2(R/H)	86.7	73.5	64.2	93.2	108.0	118.1	97.6

TABLE 27: MEASURES AND INDICATORS: NEW PROGRAMS

	One week's prime time and Saturday morning programs in			Enlarged sample			
	1967	1968	1969	1969	1970	1971	1972
SAMPLES (100%)	N	N	N	N	N	N	N
Programs (plays) analyzed	32	48	47	56	44	42	30
Program hours analyzed	18.00	36.00	18.25	22.75	23.50	32.57	22.0
Leading characters analyzed	76	118	137	169	78	104	99
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	84.4	87.5	85.1	85.7	79.6	90.5	80.0
Program hours containing violence	87.5	92.8	80.8	80.2	75.2	93.9	86.4
Rate	N	N	N	N	N	N	N
Number of violent episodes	172	250	250	282	232	172	142
(R/P)Rate per all programs (plays)	5.4	5.2	5.3	5.0	5.3	4.1	4.7
(R/H)Rate per all hours	9.6	6.9	13.7	12.4	9.9	5.3	6.5
Roles (% of leading characters)	%	%	%	%	%	%	
Violents (committing violence)	63.2	50.8	49.6	47.9	59.0	45.2	28.3
Victims (subjected to violence)	73.7	56.8	64.2	60.9	61.5	54.8	35.4
(%V) All those involved in violence either as violents or as victims or both	80.3	66.9	70.1	67.5	70.5	66.3	46.5
Killers (committing fatal violence)	11.8	11.0	1.5	1.2	6.4	11.5	5.1
Killed (victims of lethal violence)	13.2	4.2	0.7	0.6	5.1	3.8	2.0
(%K) All those involved in killing either as killers or as killed or both	23.7	11.9	2.2	1.8	7.7	12.5	6.1
INDICATORS OF VIOLENCE							
Program score: PS=(%P)+2(R/P)+2(R/H)	114.2	111.8	123.1	120.6	109.8	109.2	102.4
Character score: CS=(%V)+(%K)	104.0	78.8	72.3	69.3	78.2	78.8	52.5
Violence index: VI=PS+CS	218.2	190.6	195.4	189.9	188.0	188.0	154.9

TABLE 28: SELECTED MEASURES: NEW CARTOON PROGRAMS

	One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	12	16	29	33	25	10	11
Program hours analyzed	3.0	4.42	6.00	7.00	7.50	4.51	6.00
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	91.7	100.0	100.0	100.0	96.0	100.0	90.9
Program hours containing violence	91.7	100.0	100.0	100.0	95.6	100.0	91.7
Rate	N	N	N	N	N	N	N
Number of violent episodes	68	112	204	226	168	52	63
(R/P)Rate per all programs (plays)	5.7	7.0	7.0	6.8	6.7	5.2	5.7
(R/H)Rate per all hours	22.7	25.4	34.0	32.3	22.4	11.4	10.5
Program Score PS=(%P)+2(R/P)+2(R/H)	148.3	164.7	182.1	178.3	154.2	133.2	123.4

TABLE 29: SELECTED MEASURES: NEW NON-CARTOON PROGRAMS

	One week's prime time and Saturday morning programs in						
				Enlarged sample			
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	20	32	18	23	19	32	19
Program hours analyzed	15.00	31.58	12.25	15.75	16.00	28.00	16.00
Prevalence	%	%	%	%	%	%	%
(%P) Programs containing violence	80.0	81.2	61.1	65.2	57.9	87.5	73.7
Program hours containing violence	86.7	91.8	71.4	71.4	65.6	92.9	84.4
Rate	N	N	N	N	N	N	N
Number of violent episodes	104	138	46	56	64	120	79
(R/P) Rate per all programs (plays)	5.2	4.3	2.6	2.4	3.4	3.8	4.2
(R/H) Rate per all hours	6.9	4.4	3.8	3.6	4.0	4.3	4.9
Program score PS=(%P)+2(R/P)+2(R/H)	104.3	98.6	73.7	77.2	72.6	103.6	91.87

TABLE 30: SELECTED MEASURES: CRIME, WESTERN, ACTION ADVENTURE NEW PROGRAM

One week's prime time and Saturday morning programs in

				Enlarged sample			
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Program (plays) analyzed	23	31	35	40	18	24	16
Program hours analyzed	13.00	24.67	10.75	12.25	9.80	21.29	13.50
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P)Programs containing violence	95.6	100.0	100.0	100.0	94.4	100.0	93.8
Program hours containing violence	98.1	100.0	100.0	100.0	89.8	100.0	96.3
Rate	N	N	N	N	N	N	N
Number of violent episodes	163	218	239	265	103	123	107
(R/P)Rate per all programs (plays)	7.1	7.0	6.8	6.6	5.7	5.1	6.7
(R/H)Rate per all hours	12.5	8.8	22.2	21.6	10.5	5.8	7.9
Program score: PS=(%P)+2(R/P)+2(R/H)	134.9	131.7	158.1	156.5	126.9	121.8	123.0

TABLE 31: SELECTED MEASURES COMEDY, NEW PROGRAMS

One week's prime time and Saturday morning programs in Enlarged sample

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N	1972 N
Programs (plays) analyzed	10	23	28	32	30	14	9
Program hours analyzed	5.25	10.50	8.48	10.23	10.3	6.90	4.33
MEASURES OF VIOLENCE							
Prevalence	%	%	%	%	%	%	%
(%P)Programs containing violence	60.0	73.9	85.7	87.5	83.3	71.4	77.8
Program hours containing violence	61.9	75.4	76.4	80.5	77.4	71.0	80.8
Rate	N	N	N	N	N	N	N
Number of violent episodes	15	89	167	185	168	39	65
(R/P)Rate per all programs	1.5	3.9	6.0	5.8	5.6	2.8	7.2
(R/H)Rate per all hours	2.9	8.5	19.7	18.1	16.3	5.6	15.0
Program score: PS=(%P)+2(R/P)+2(R/H)	68.7	98.6	137.0	135.2	127.2	88.3	122.2

FIGURE 1: MEASURES AND INDICATORS
ALL NETWORKS, ALL PROGRAMS

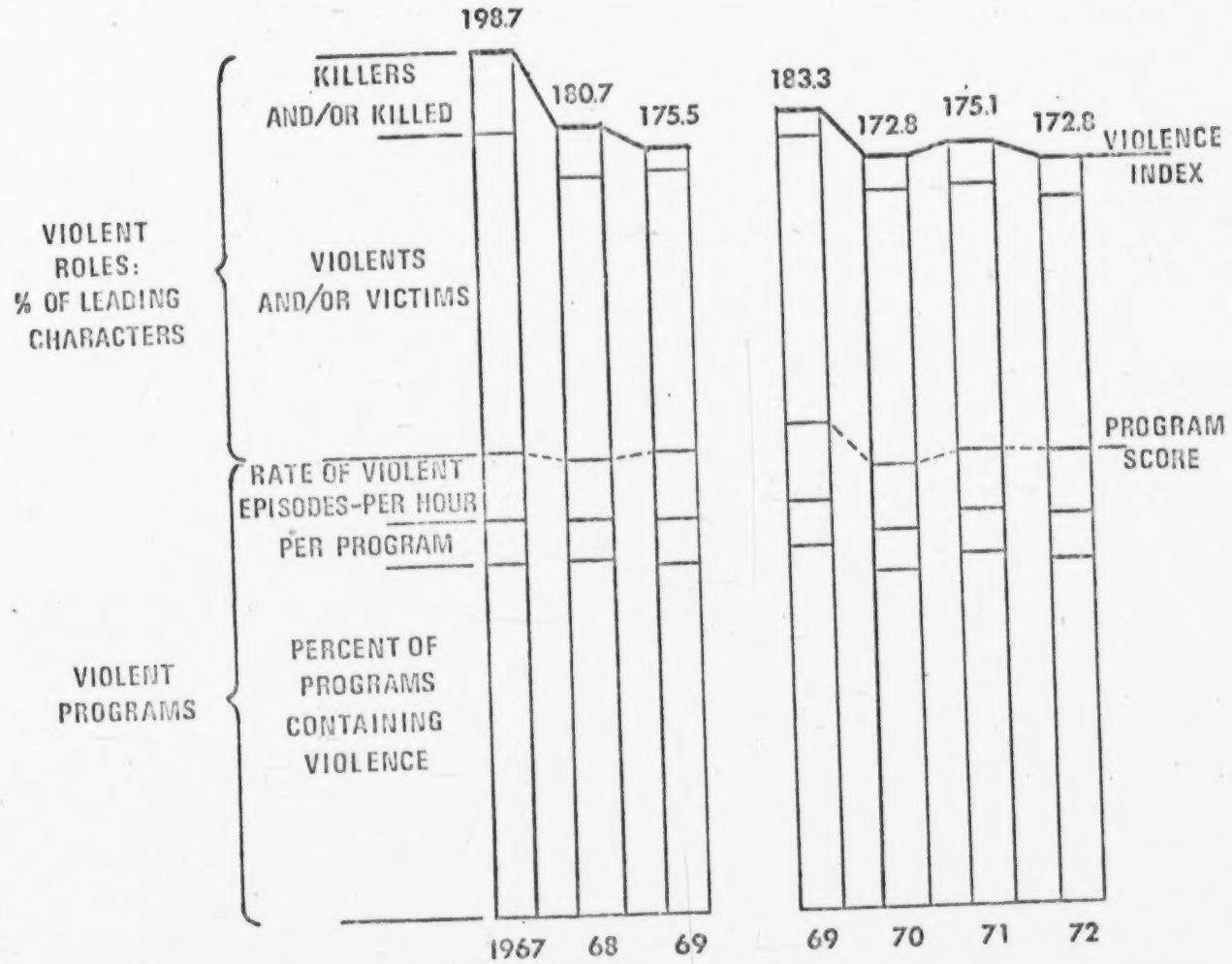

FIGURE 2: MEASURES AND INDICATORS
CARTOONS, ALL NETWORKS

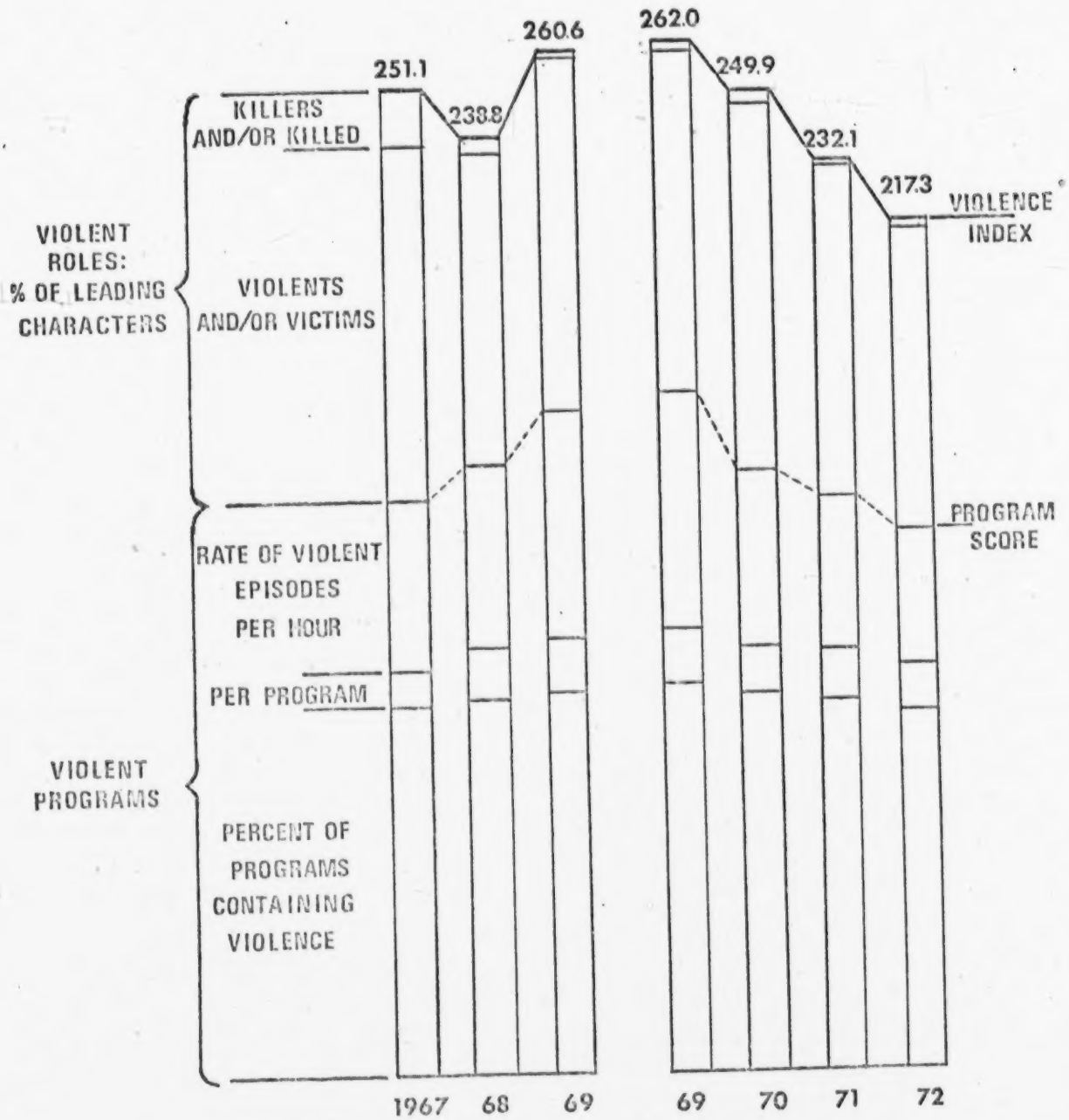

FIGURE 3: MEASURES AND INDICATORS
T V PLAYS, ALL NETWORKS

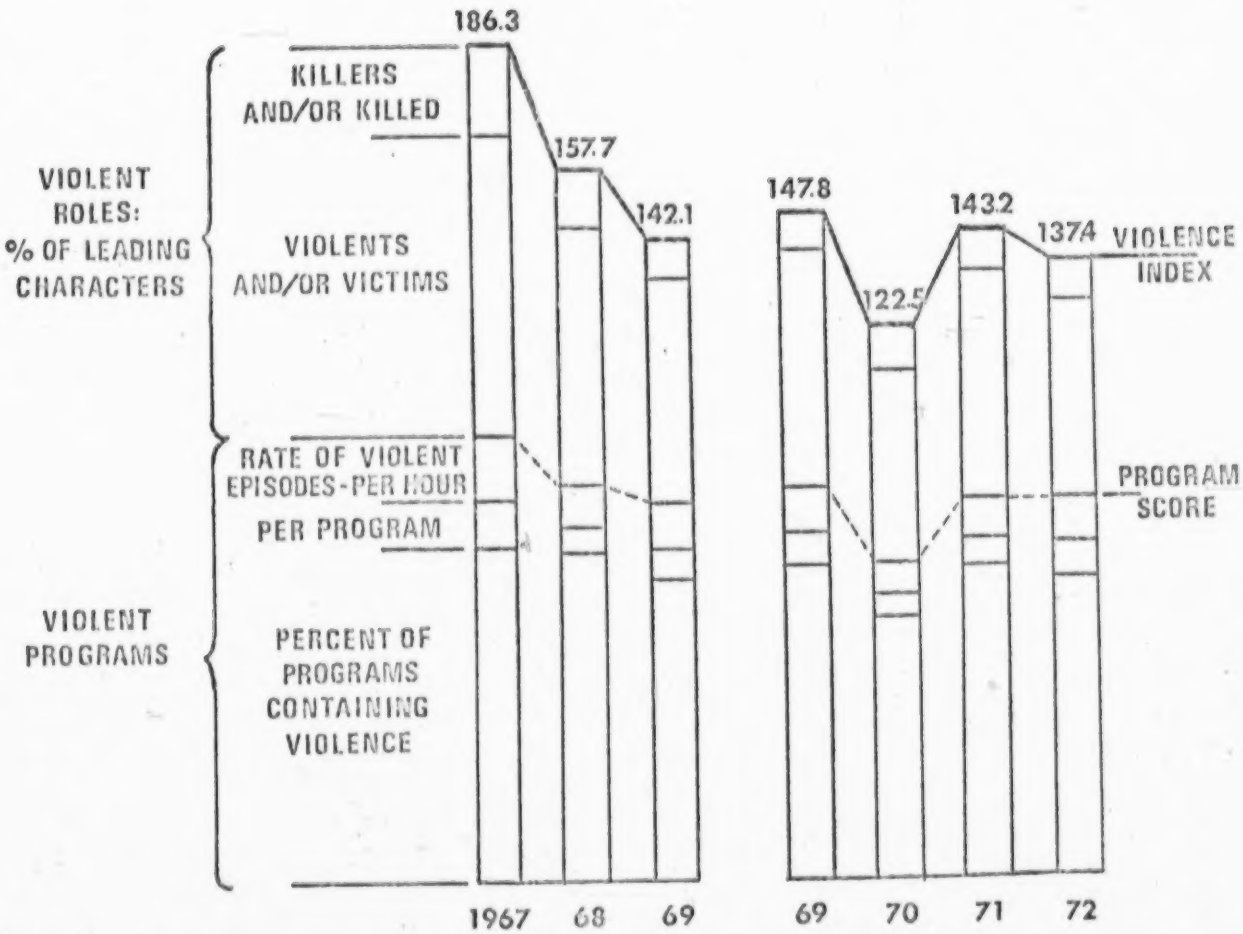

FIGURE 4: MEASURES AND INDICATORS
FEATURE FILMS, ALL NETWORKS

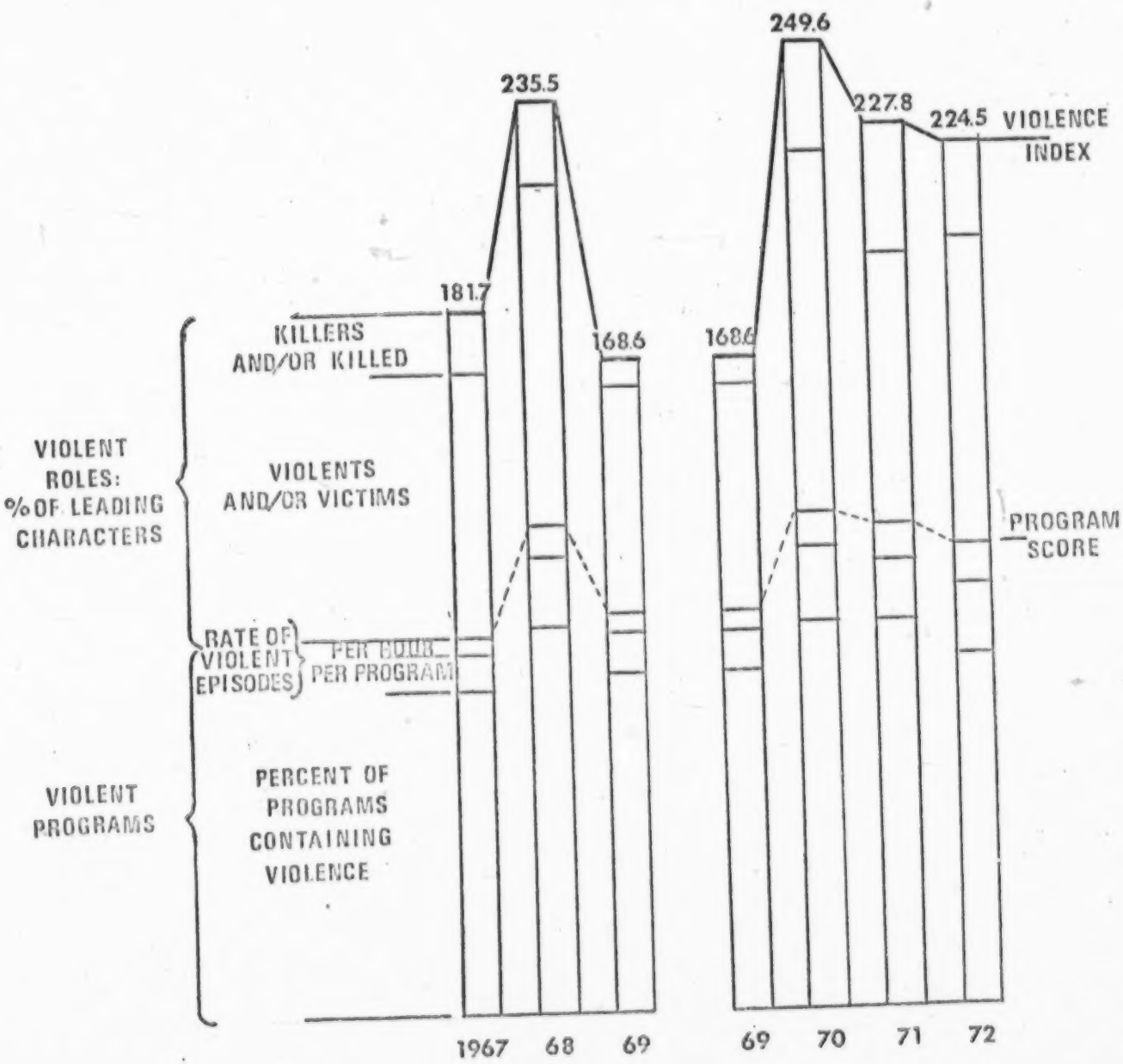

FIGURE 5: MEASURES AND INDICATORS CRIME, WESTERN, ACTION-ADVENTURE, ALL NETWORKS

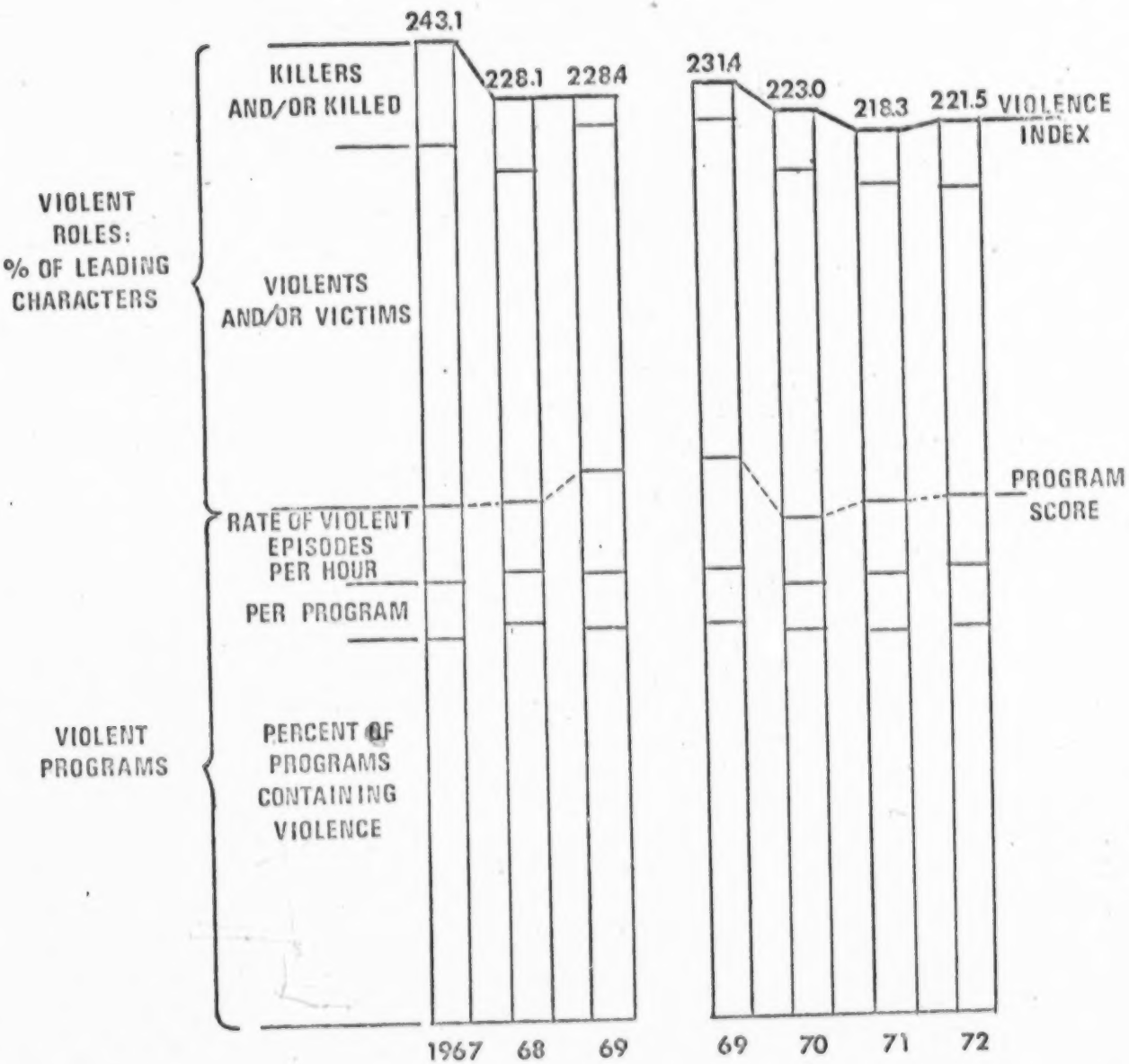

FIGURE 6: MEASURES AND INDICATORS
COMEDY, ALL NETWORKS

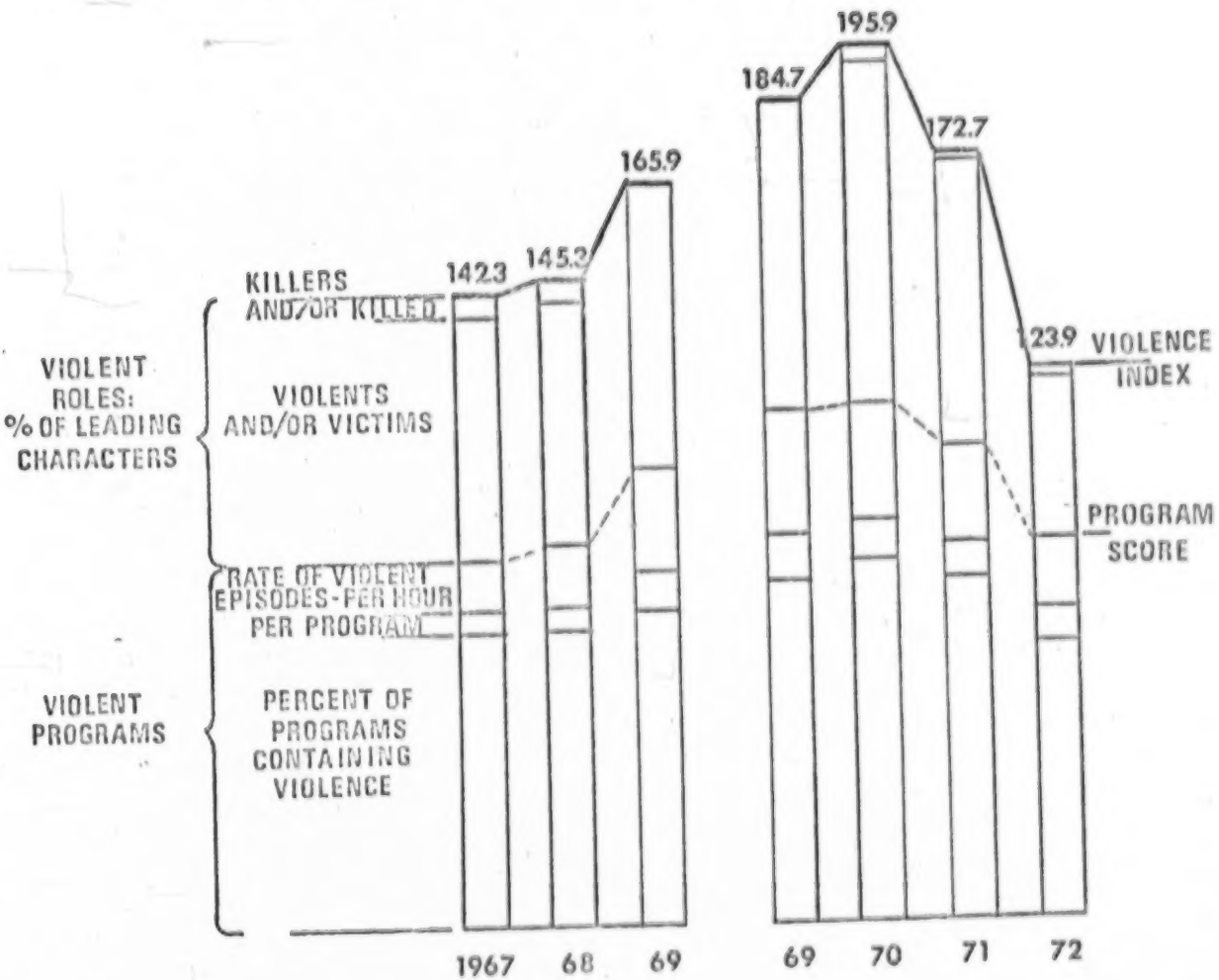

FIGURE 7: MEASURES AND INDICATORS
A B C, ALL PROGRAMS

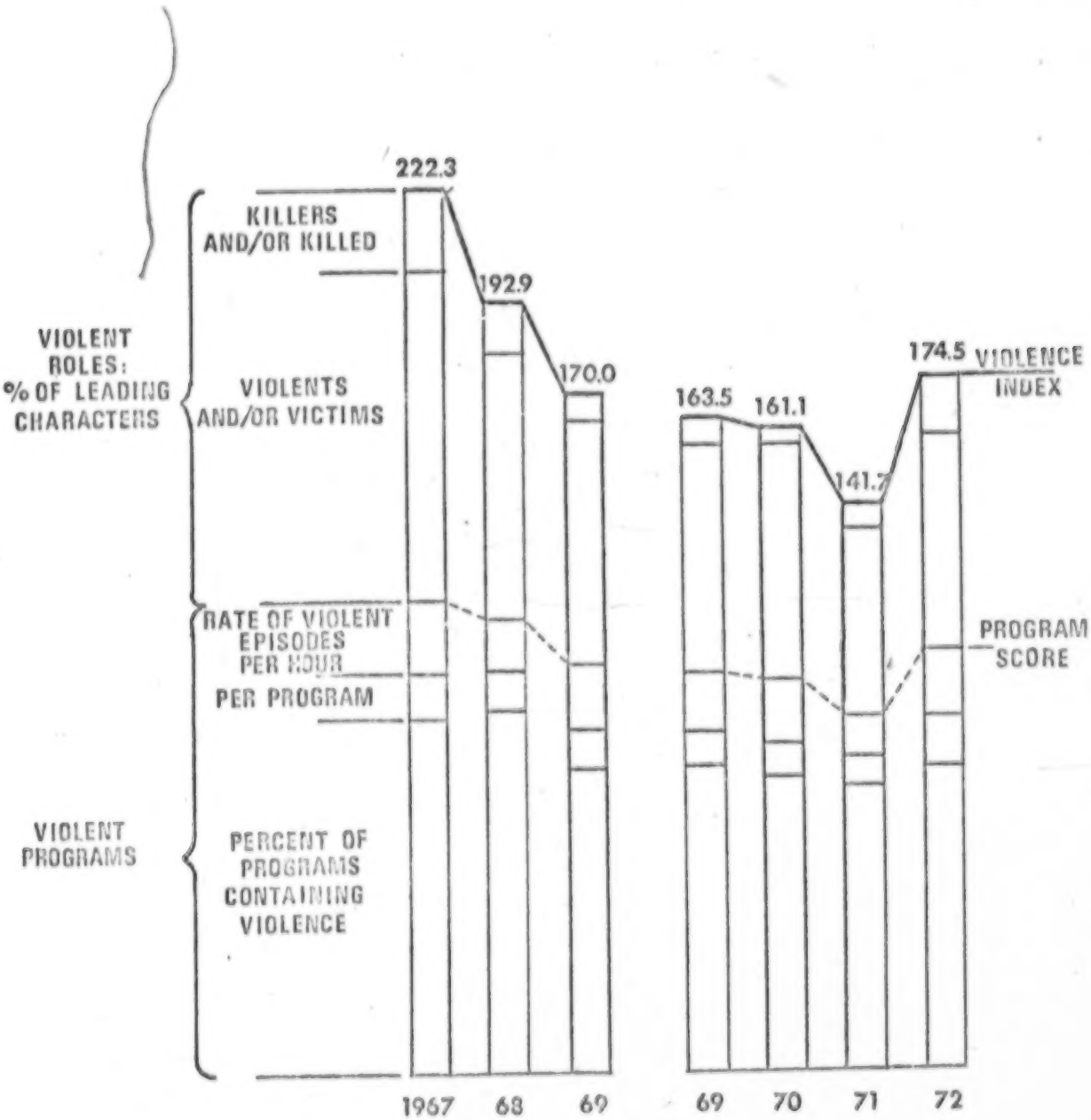

FIGURE 8: SELECTED MEASURES
A B C CARTOONS

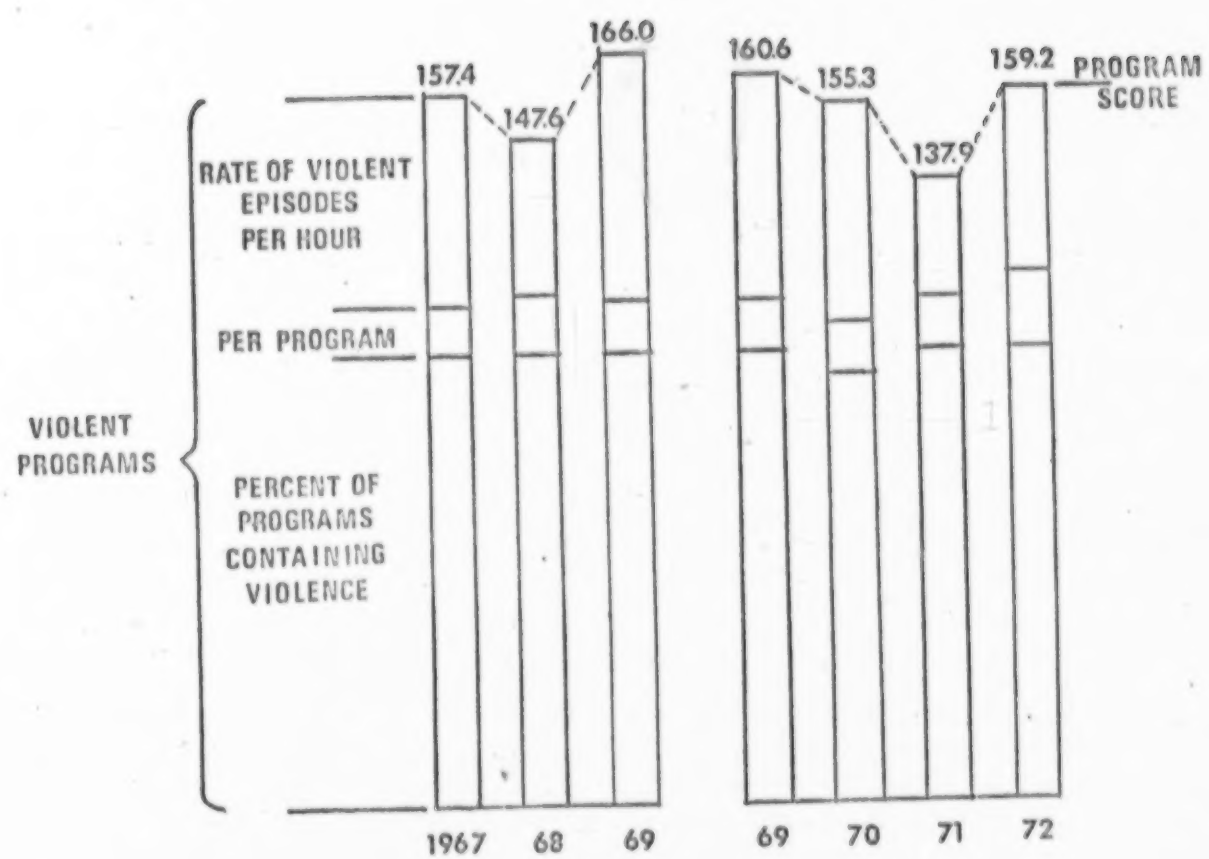

FIGURE 9: SELECTED MEASURES
ABC NON-CARTOON, ALL PROGRAMS

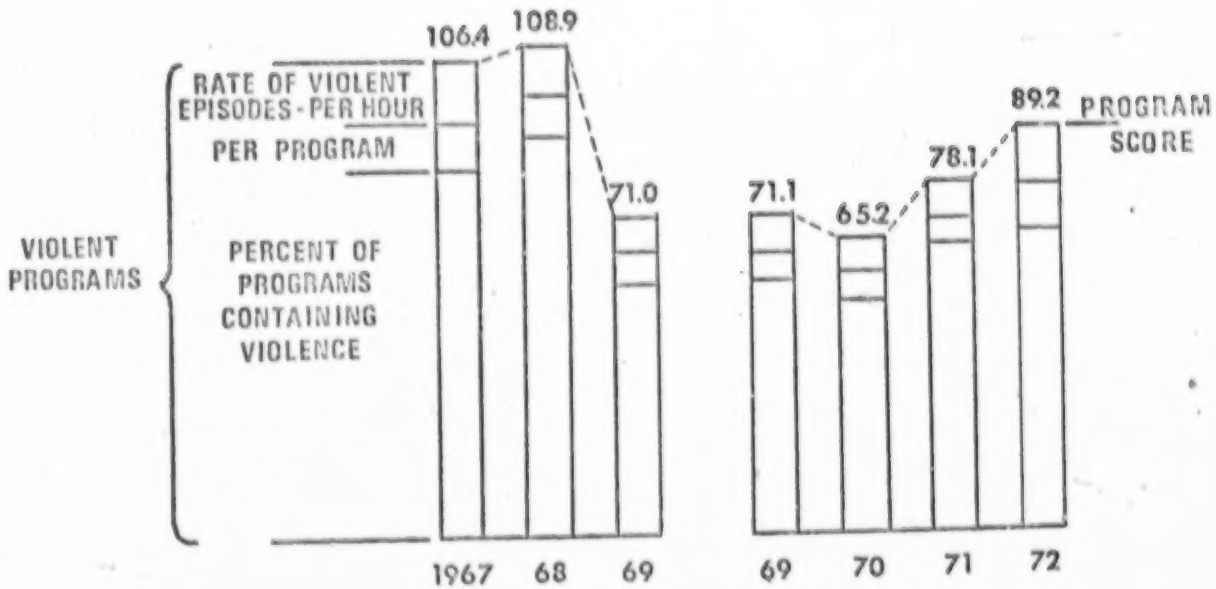

FIGURE 10: SELECTED MEASURES
A B C, CRIME, WESTERN, ACTION-ADVENTURE

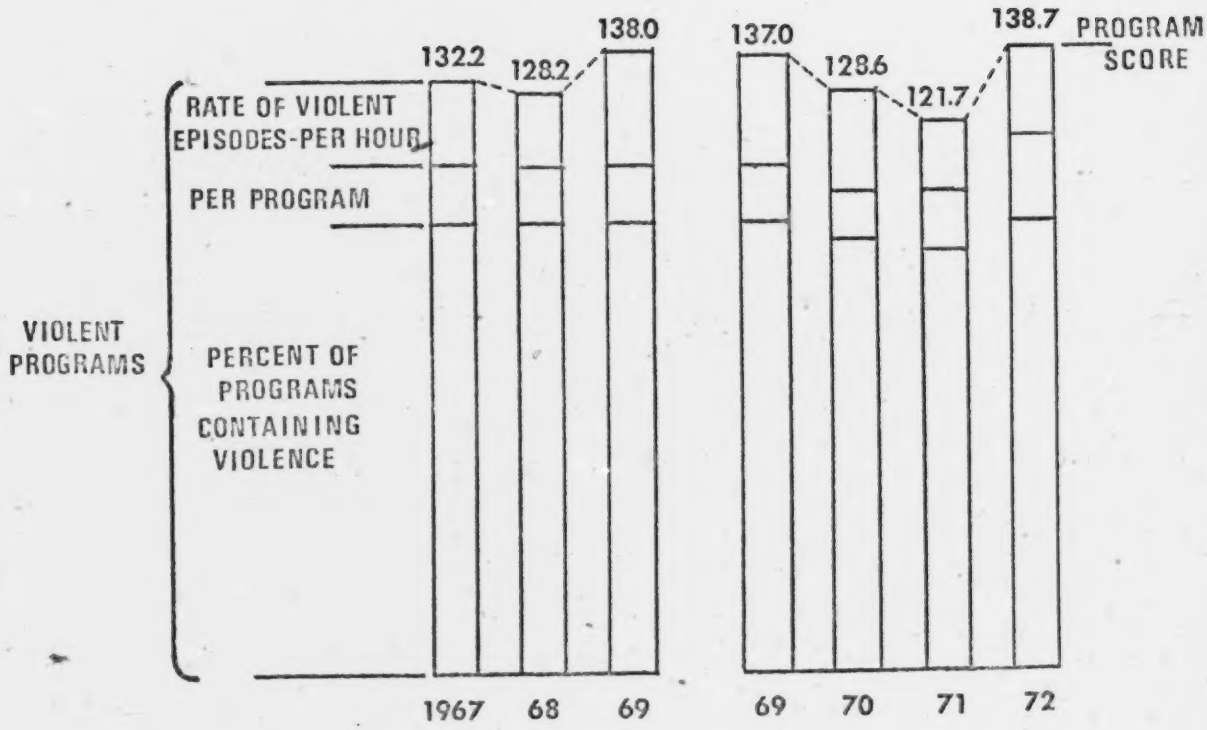

FIGURE 11: SELECTED MEASURES
A B C, COMEDY

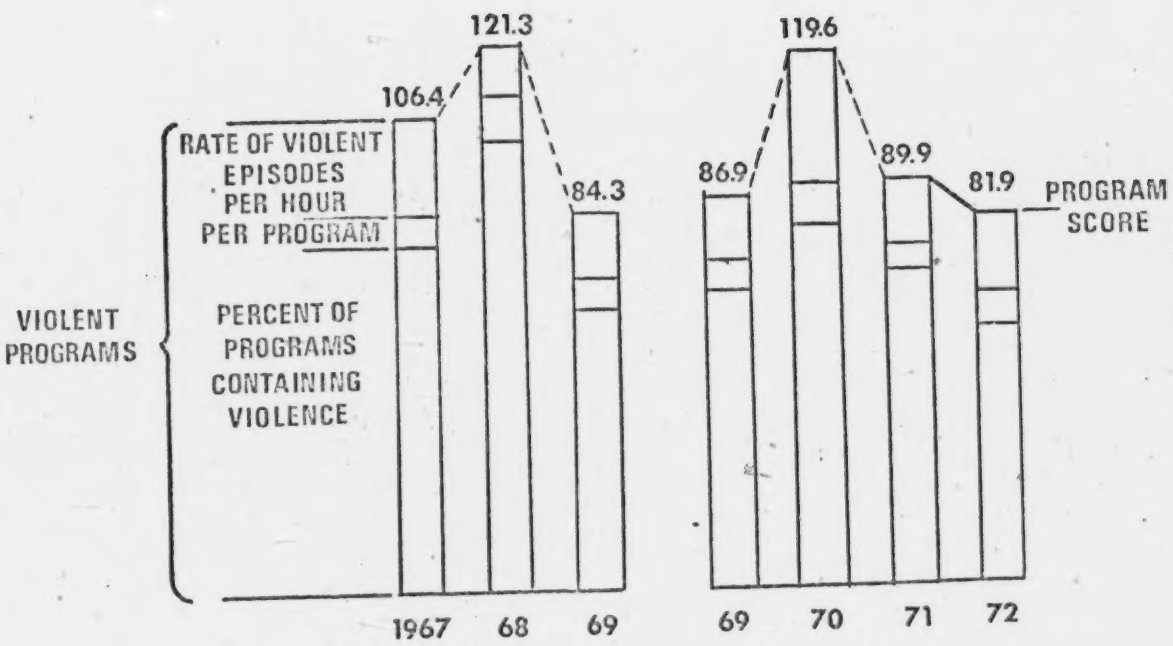

FIGURE 12: MEASURES AND INDICATORS
CBS, ALL PROGRAMS

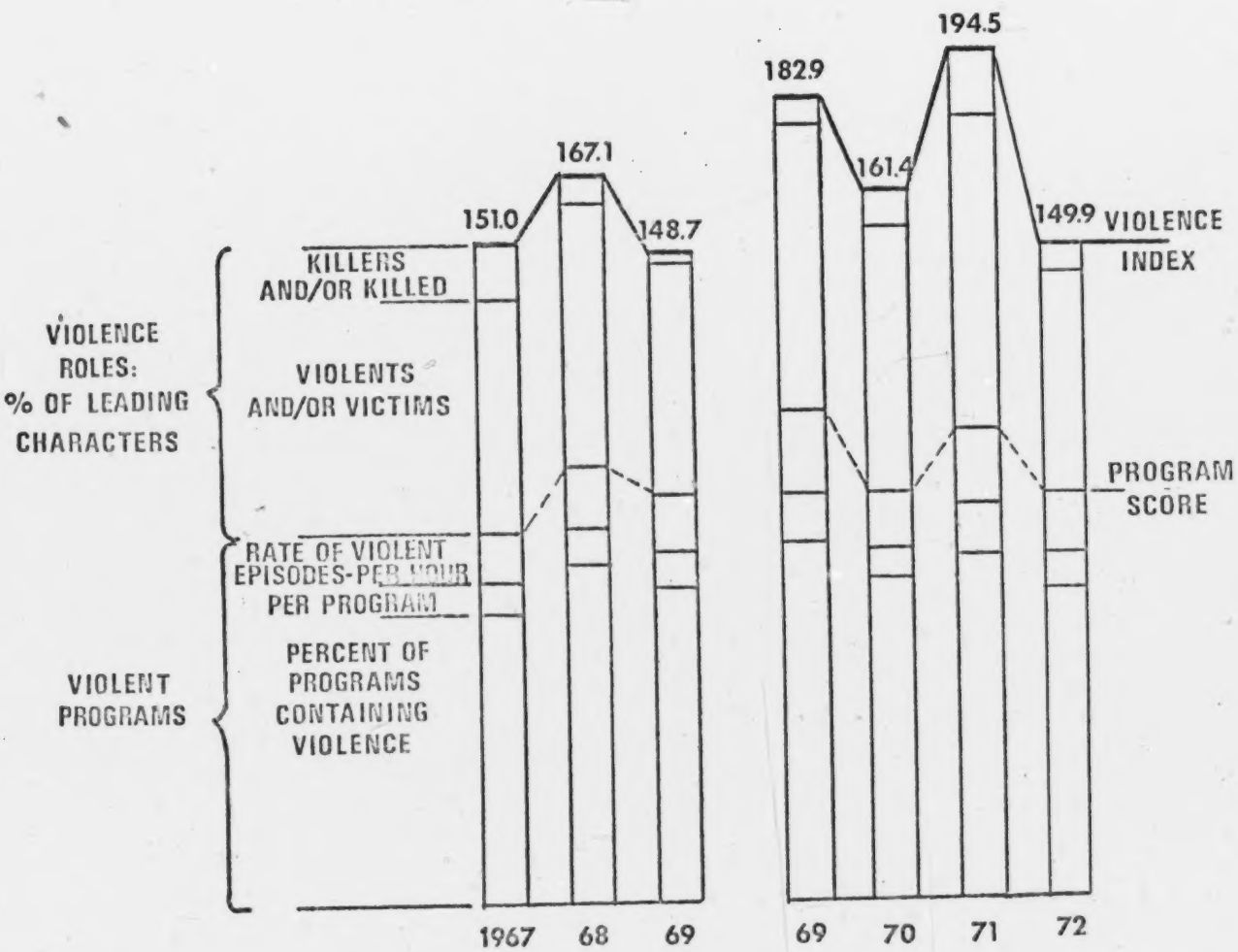

FIGURE 13: SELECTED MEASURES
CBS, CARTOONS

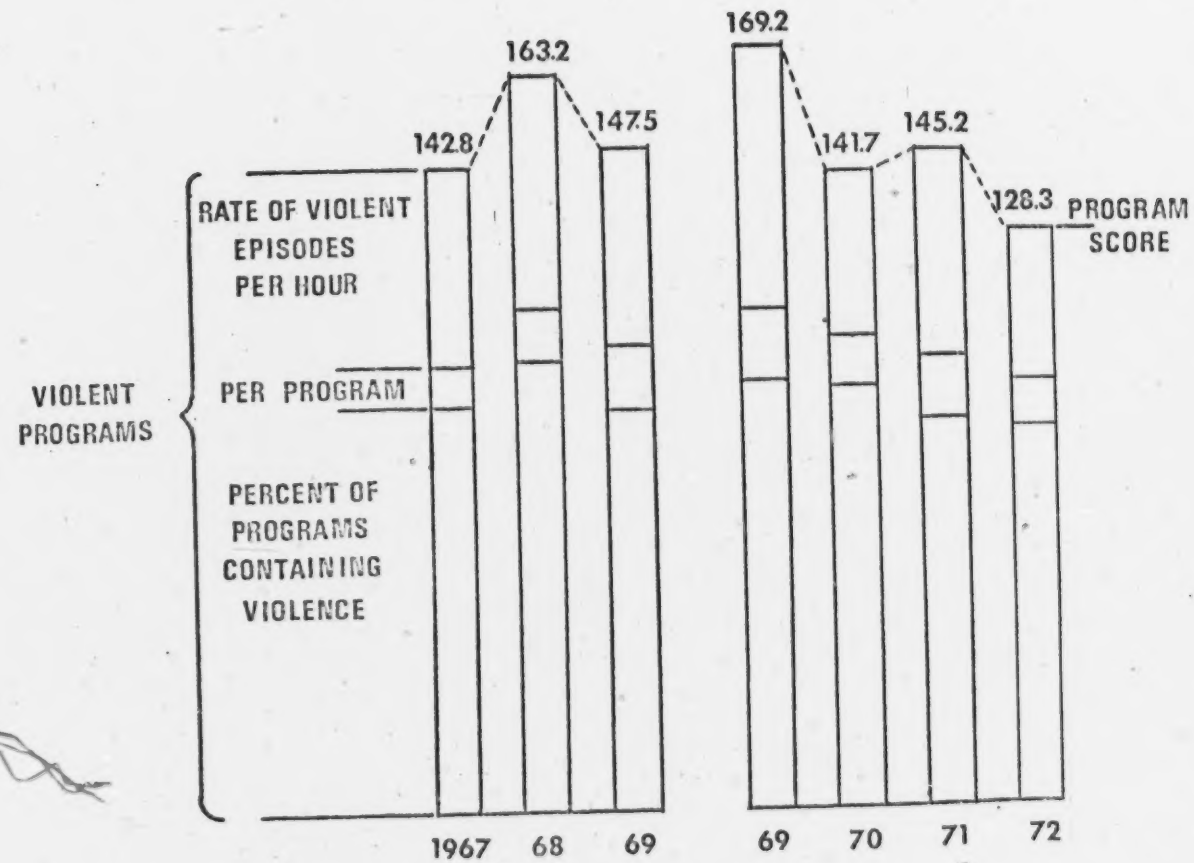

FIGURE 14: SELECTED MEASURES
CBS, NON-CARTOON PROGRAMS

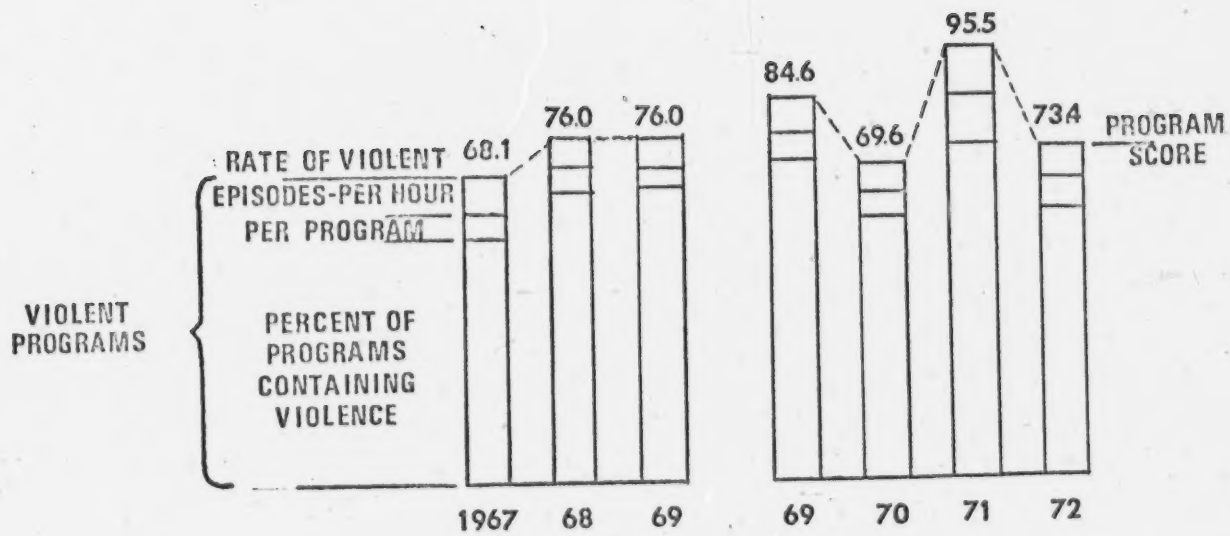

FIGURE 15: SELECTED MEASURES
C B S, CRIME, WESTERN, ACTION-ADVENTURE

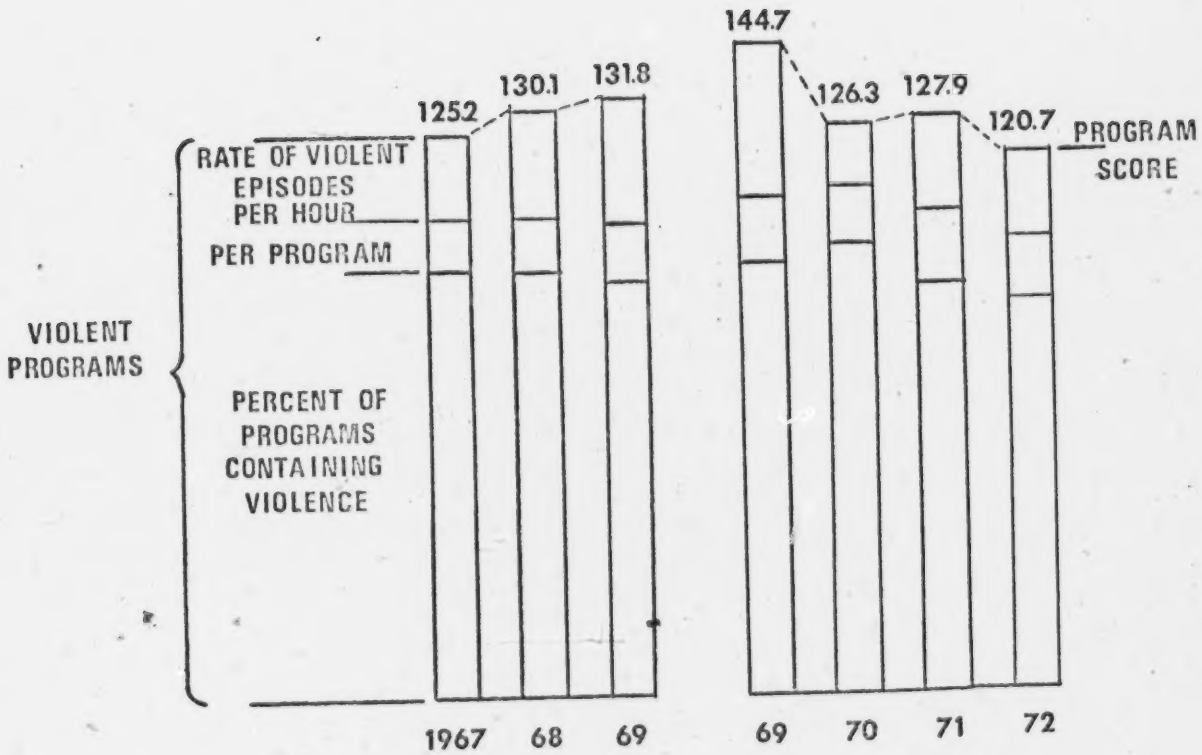

FIGURE 16: SELECTED MEASURES
CBS, COMEDY

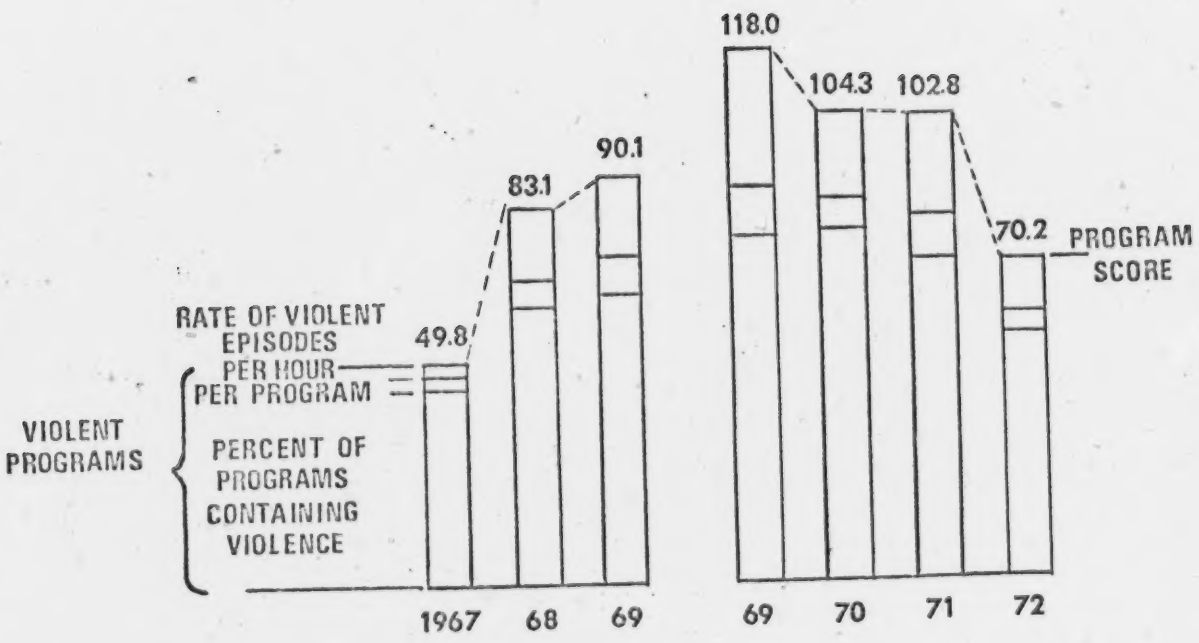

FIGURE 17: MEASURES AND INDICATORS
NBC, ALL PROGRAMS

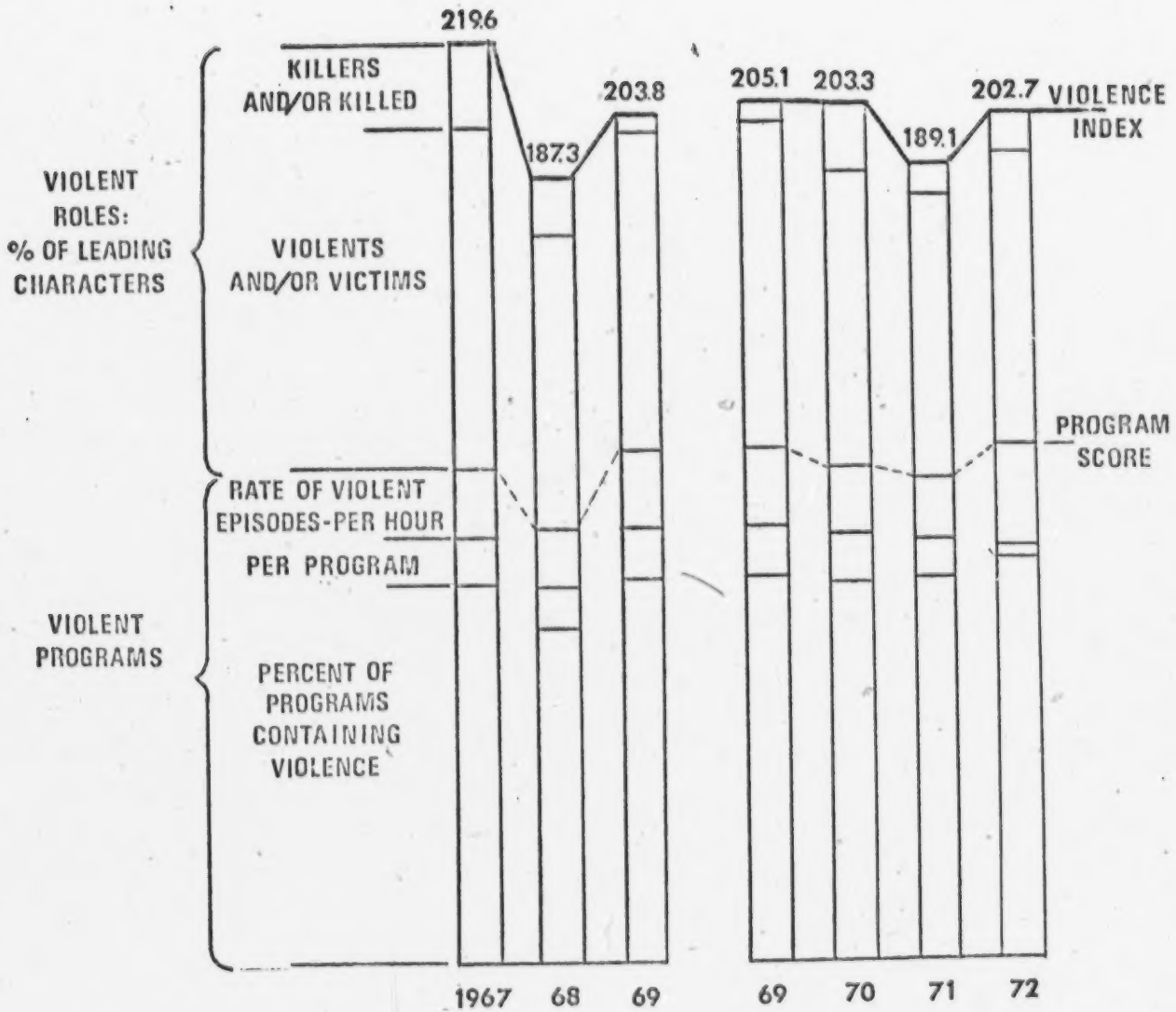

FIGURE 18: SELECTED MEASURES
NBC, CARTOONS

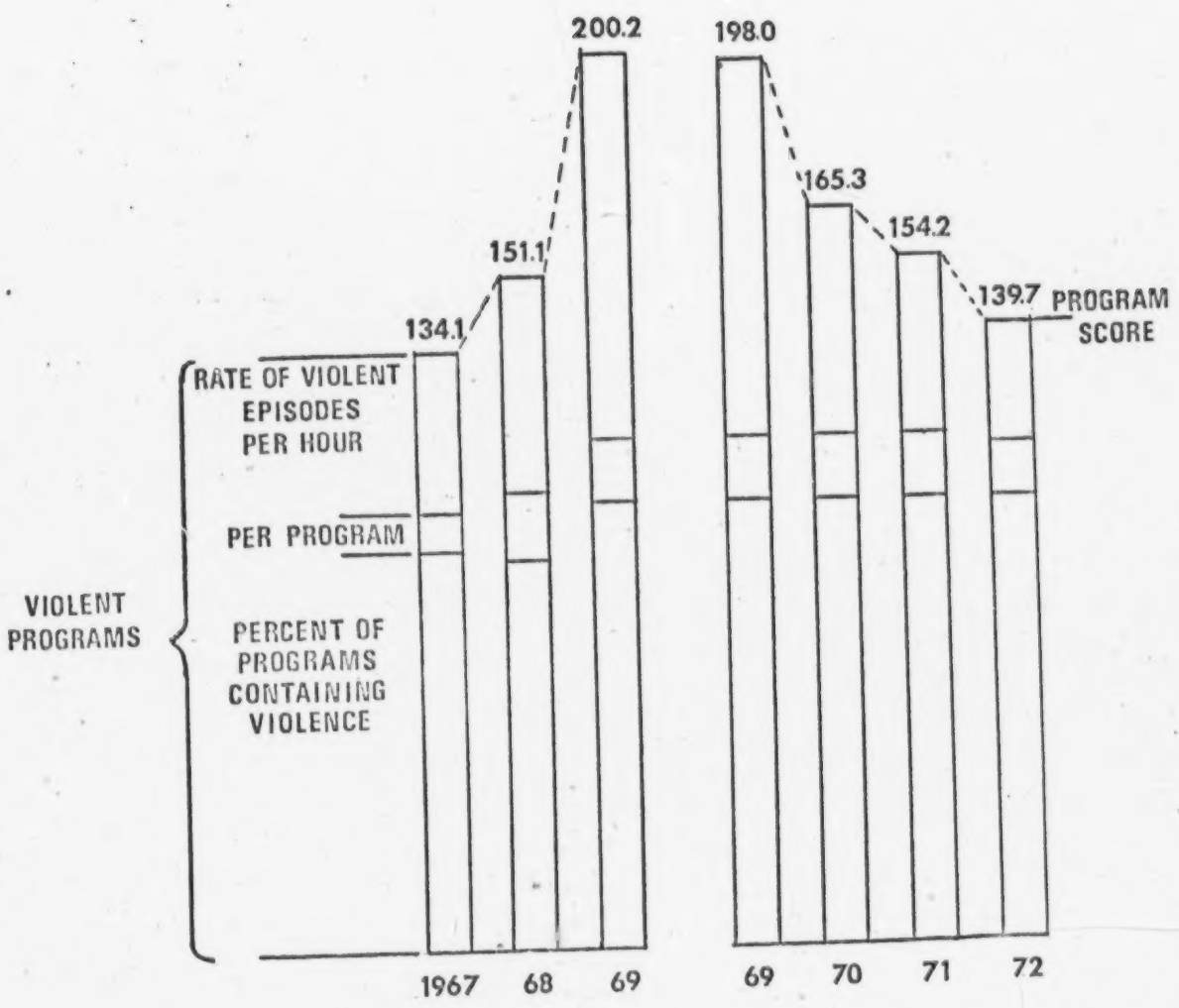

FIGURE 19: SELECTED MEASURES
NBC, NON-CARTOON PROGRAMS

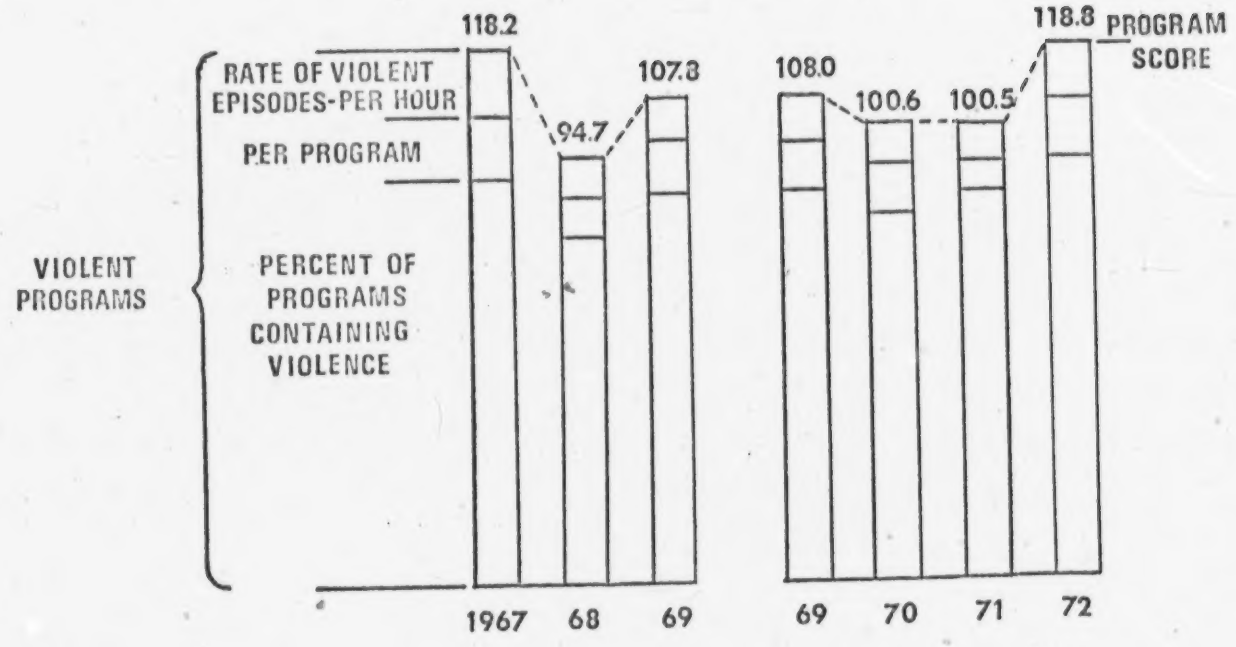

FIGURE 20: SELECTED MEASURES
NBC, CRIME, WESTERN, ACTION-ADVENTURE

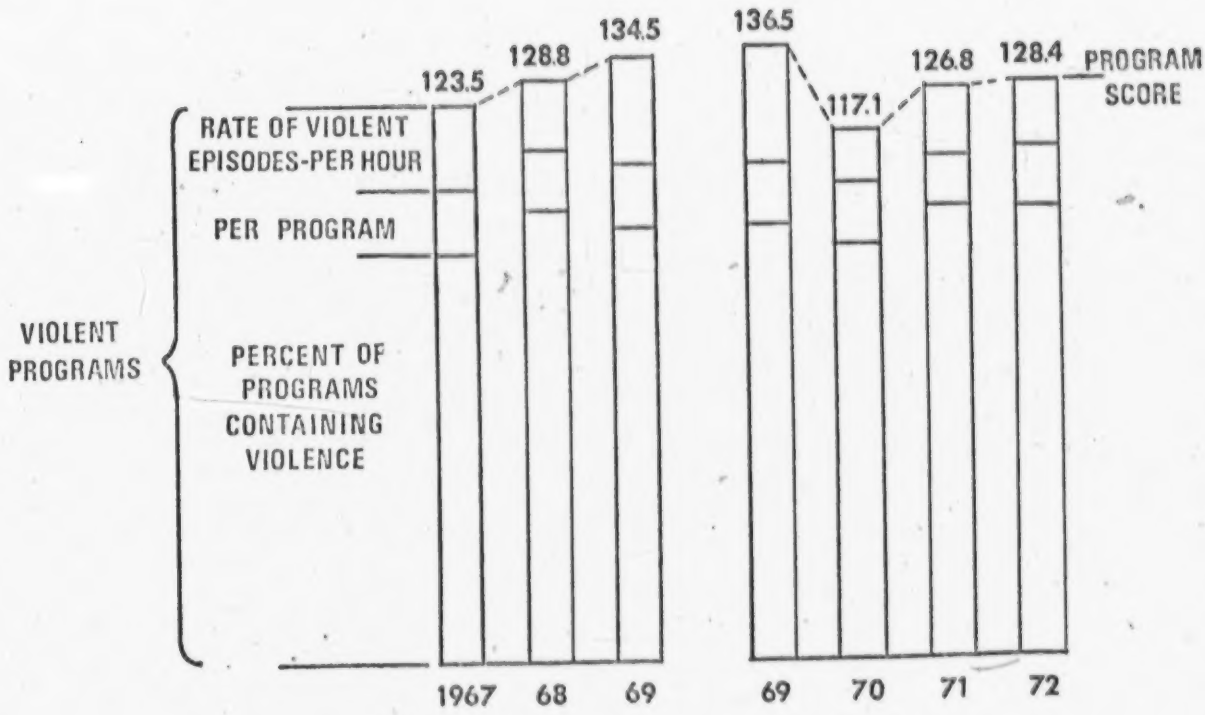

FIGURE 21: SELECTED MEASURES
NBC, COMEDY

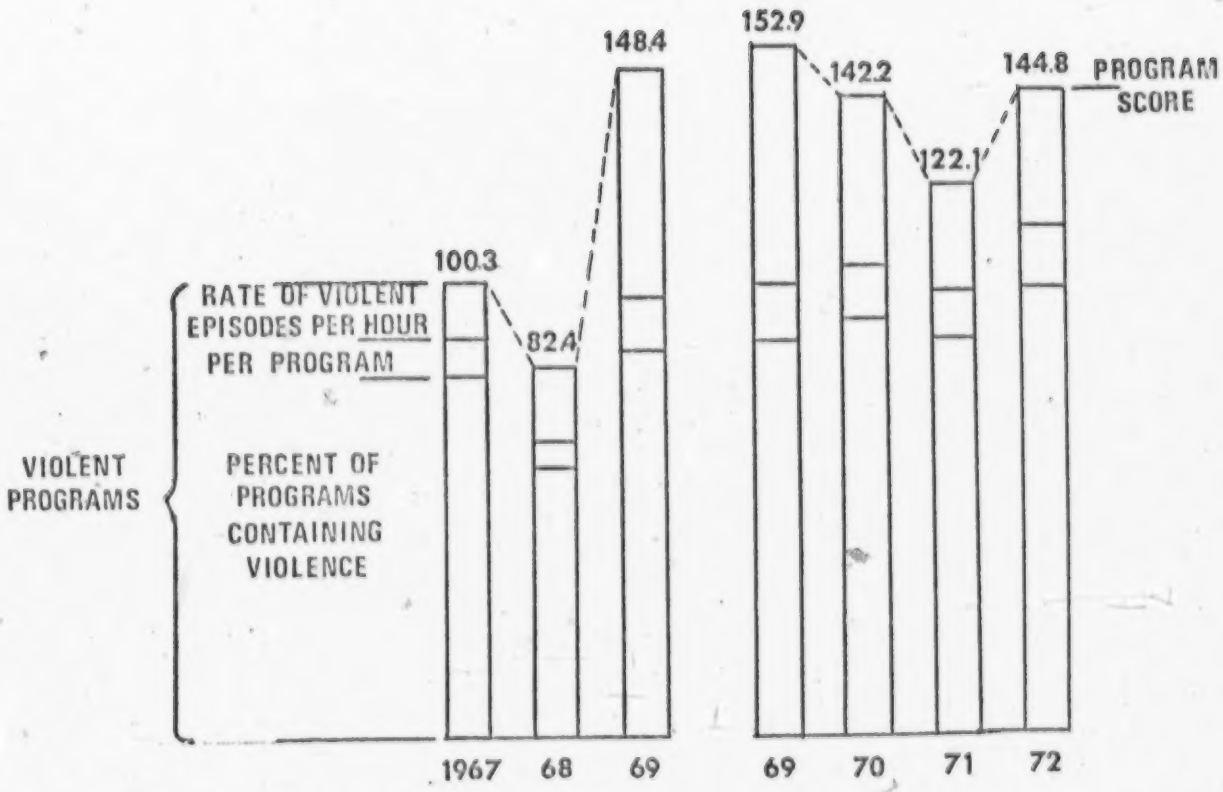

FIGURE 22: MEASURES AND INDICATORS ALL PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

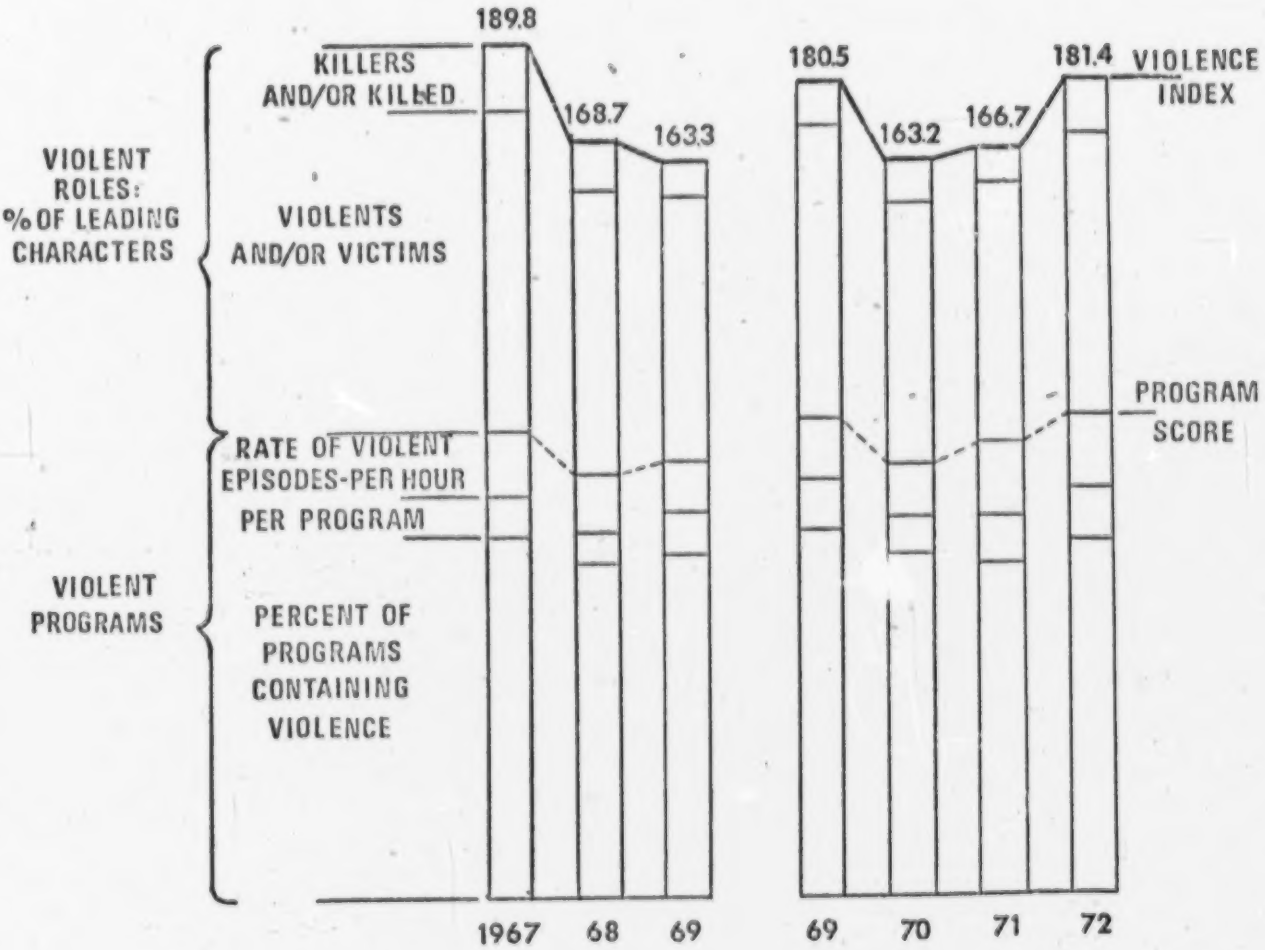

FIGURE 23: SELECTED MEASURES CARTOON PROGRAMS, CONTINUED FROM THE PREVIOUS YEAR

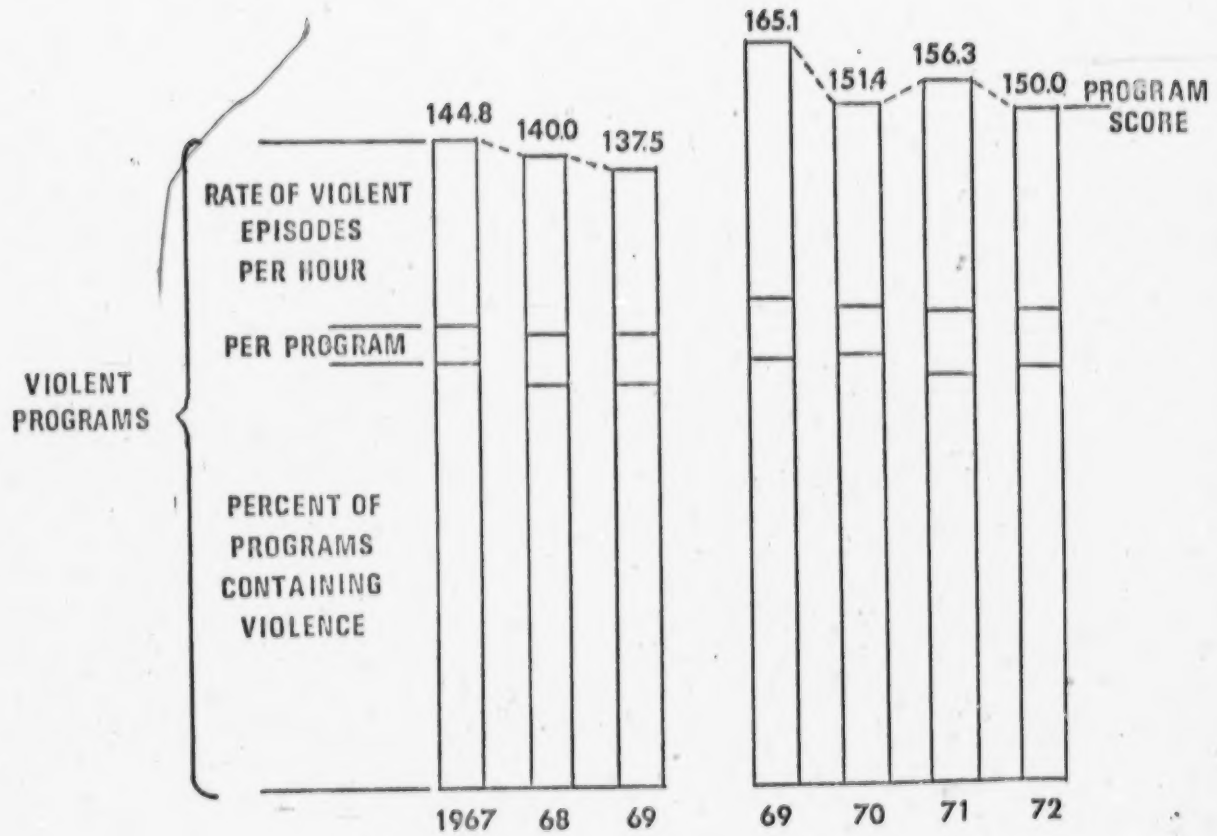

FIGURE 24: SELECTED MEASURES NON-CARTOON PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

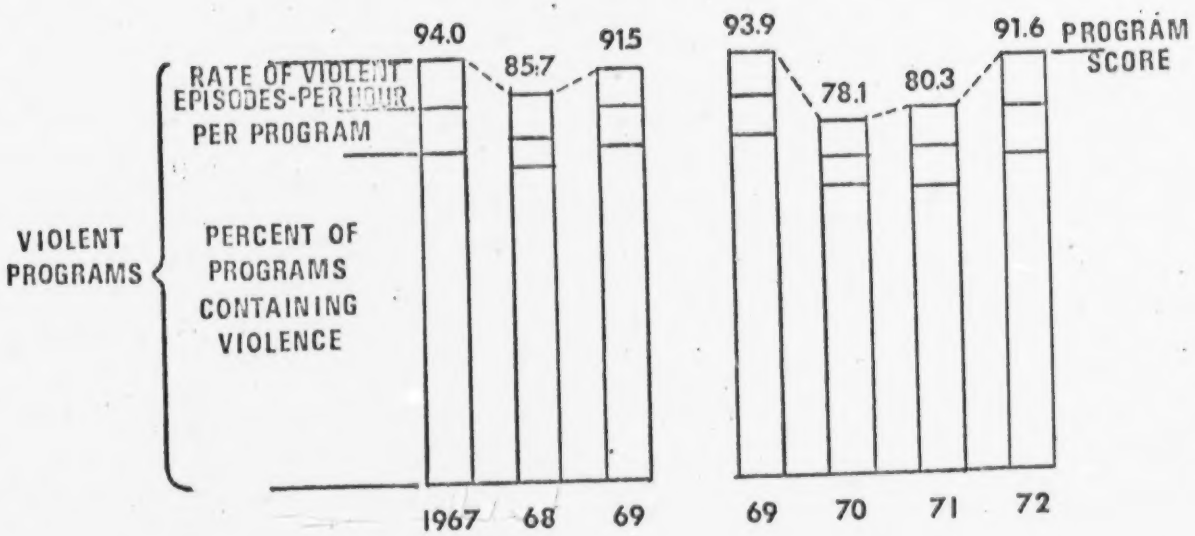

FIGURE 25: SELECTED MEASURES
CRIME, WESTERN, ACTION-ADVENTURE PROGRAMS
CONTINUED FROM THE PREVIOUS YEAR

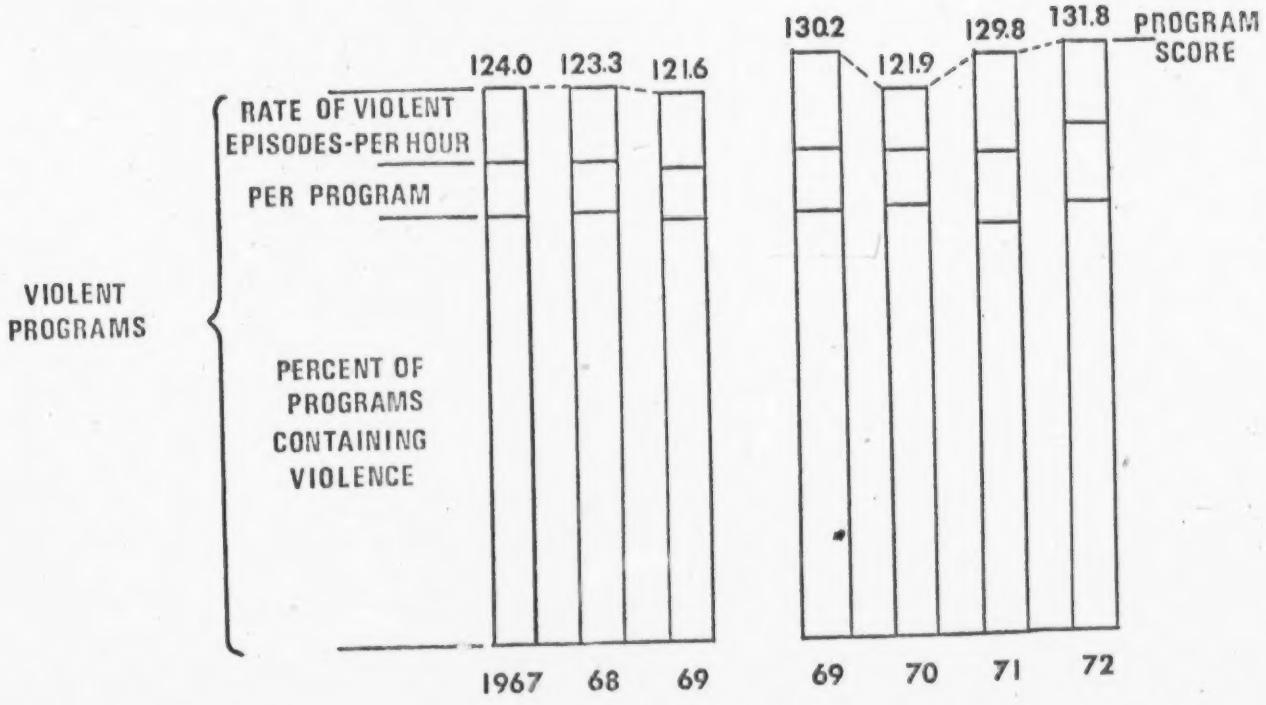

FIGURE 26: SELECTED MEASURES COMEDY PROGRAMS, CONTINUED FROM THE PREVIOUS YEAR

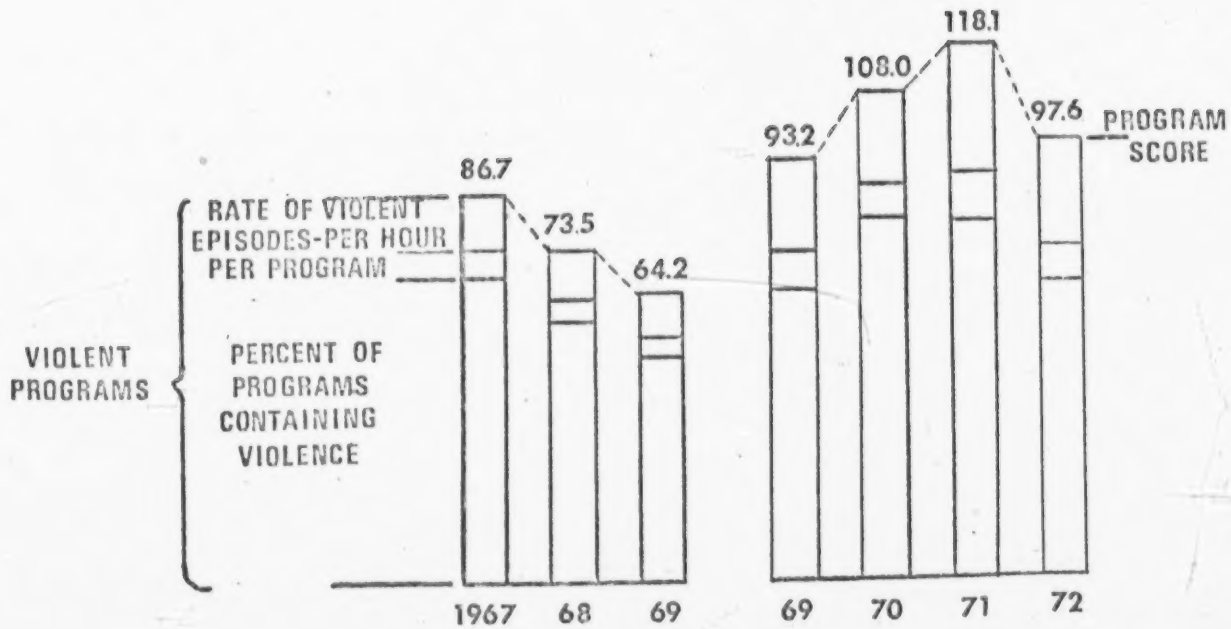

FIGURE 27: MEASURES AND INDICATORS
ALL NEW PROGRAMS

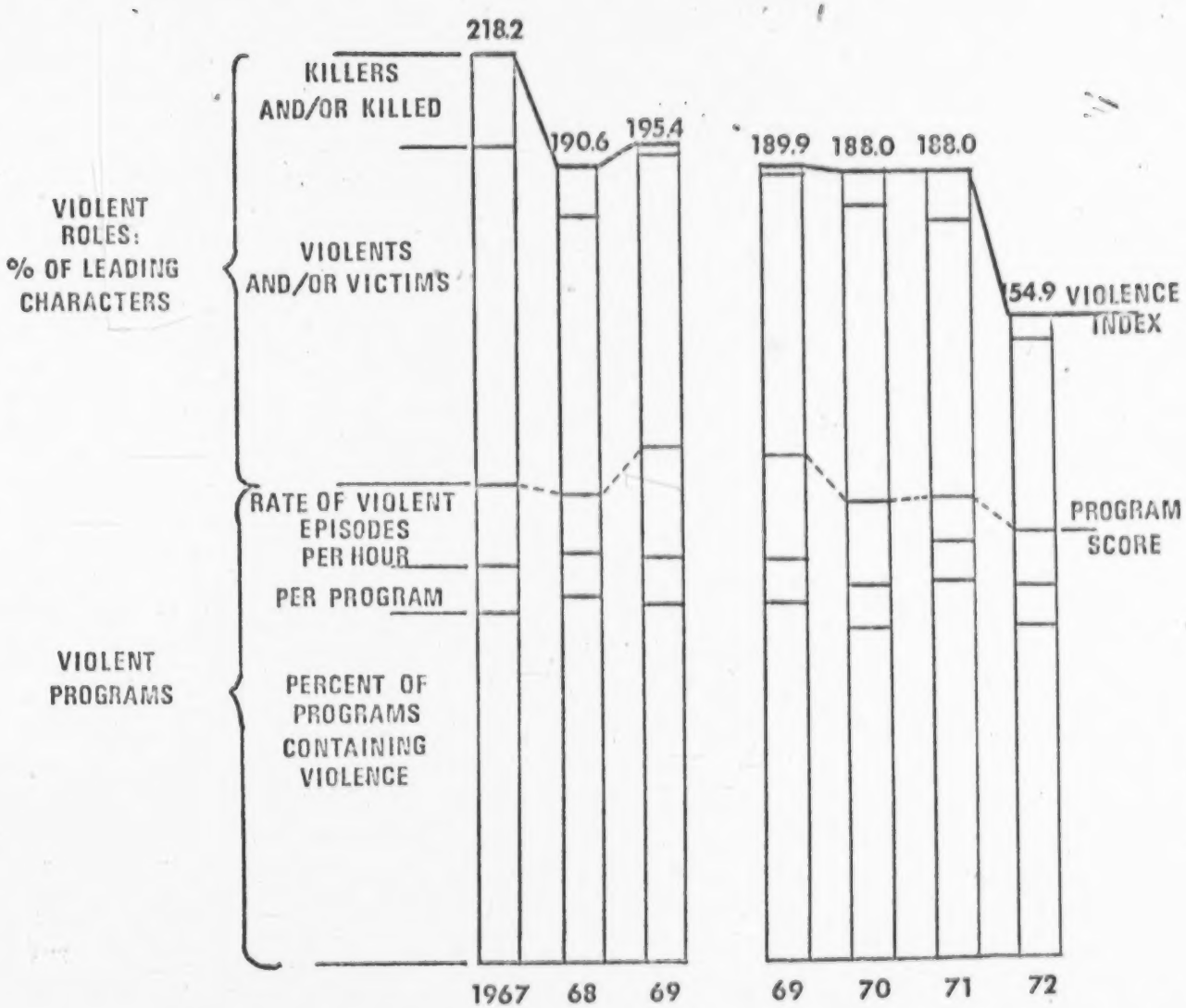

FIGURE 28: SELECTED MEASURES NEW CARTOON PROGRAMS

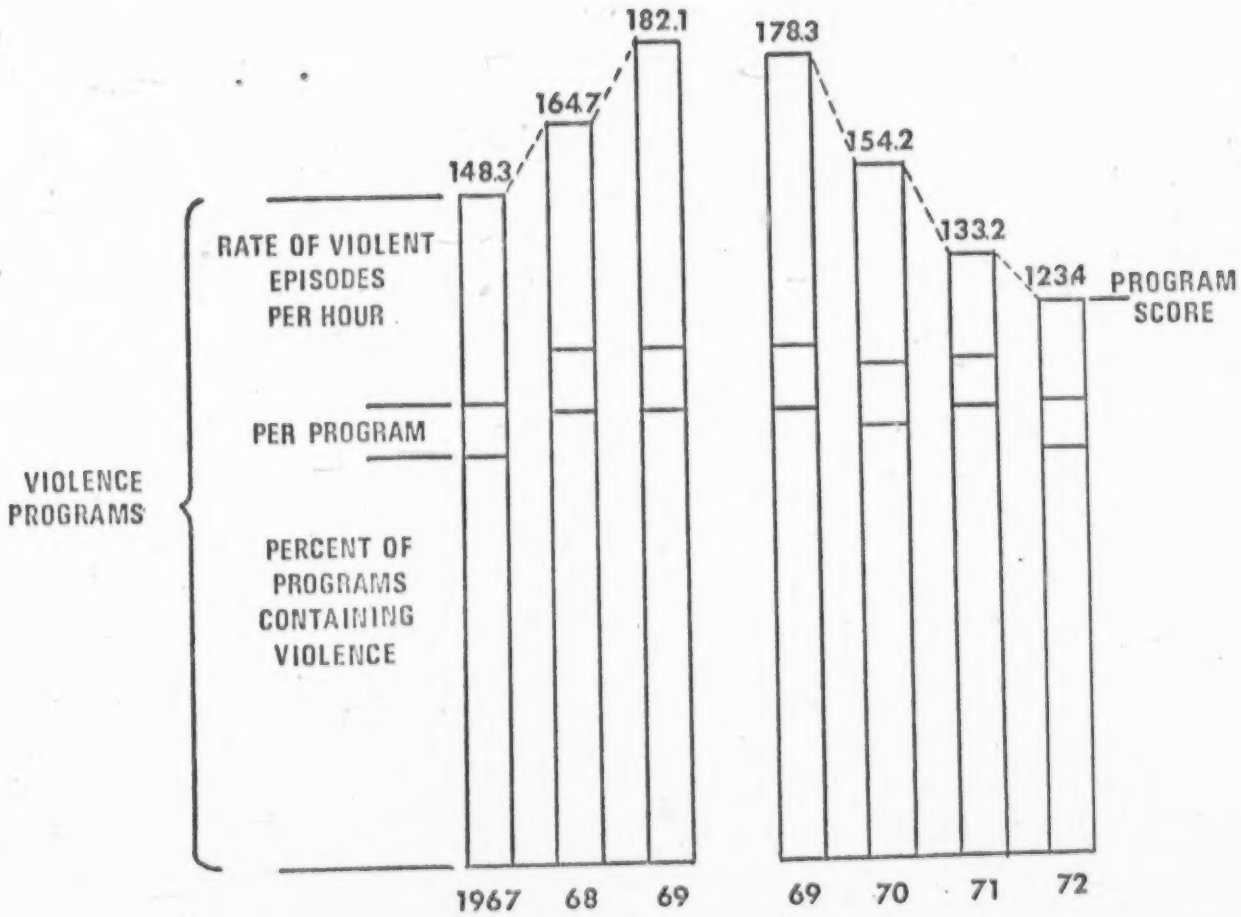

FIGURE 29: SELECTED MEASURES
NEW NON-CARTOON PROGRAMS

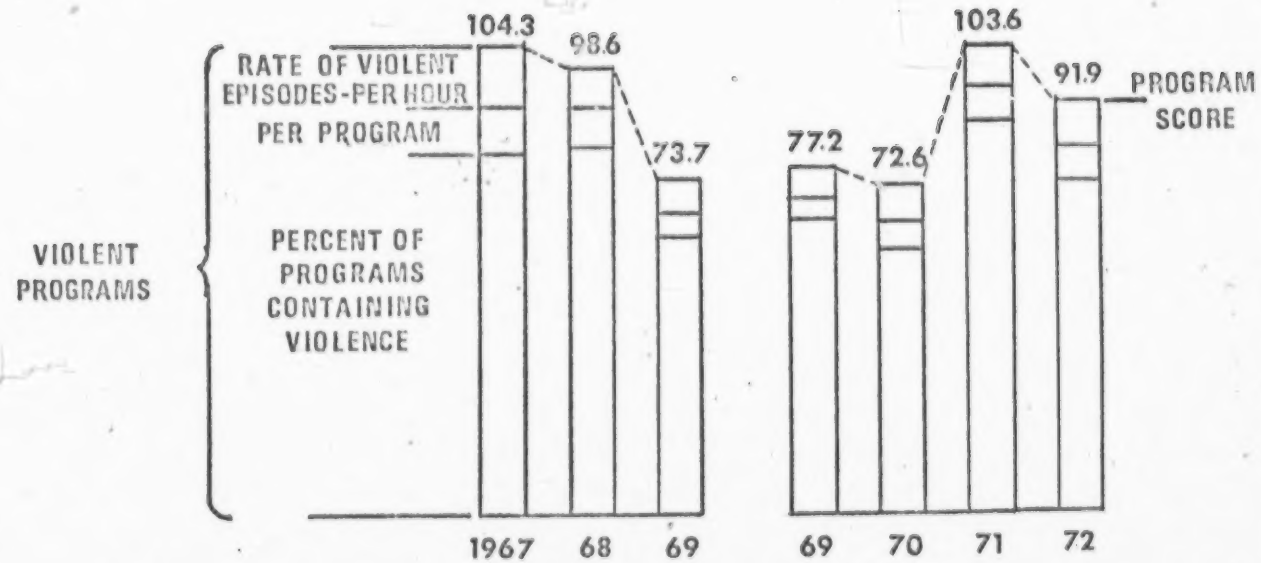

FIGURE 30: SELECTED MEASURES
CRIME, WESTERN, ACTION-ADVENTURE,
NEW PROGRAMS

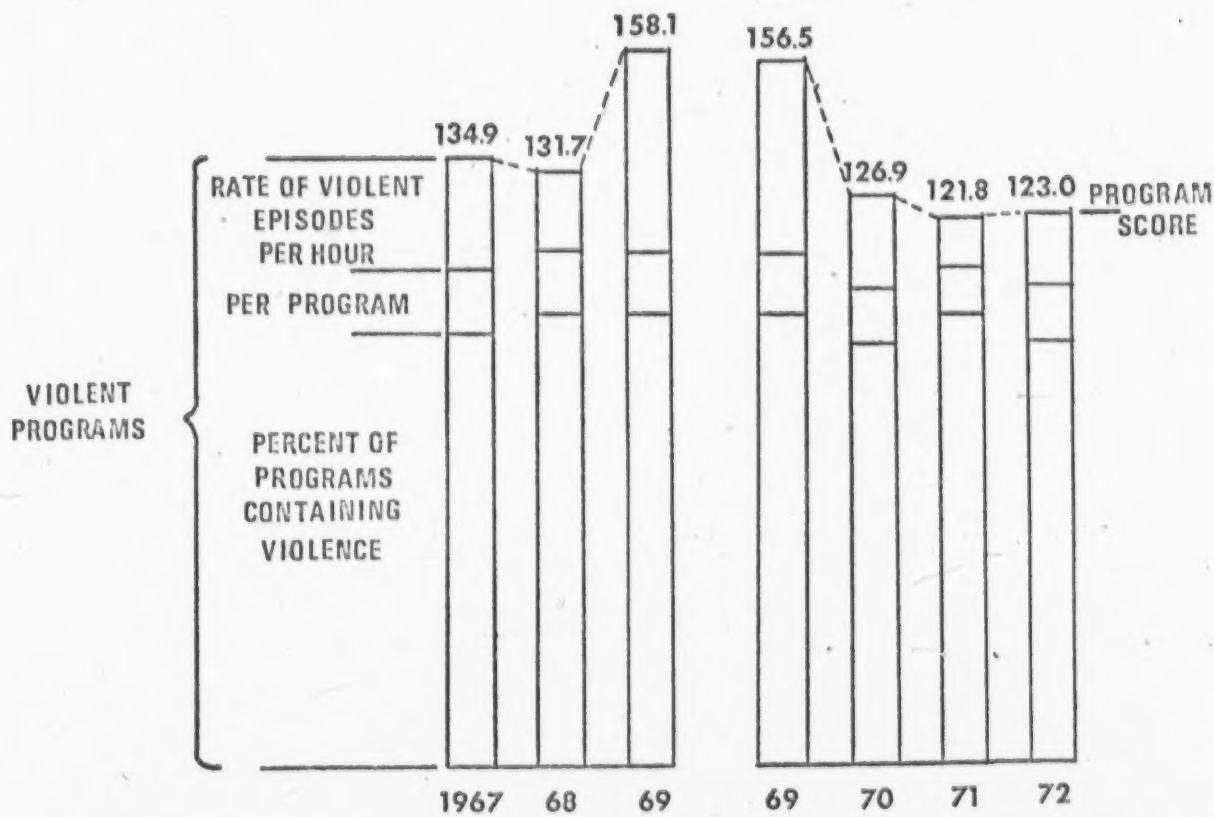

FIGURE 31: SELECTED MEASURES
COMEDY, NEW PROGRAMS

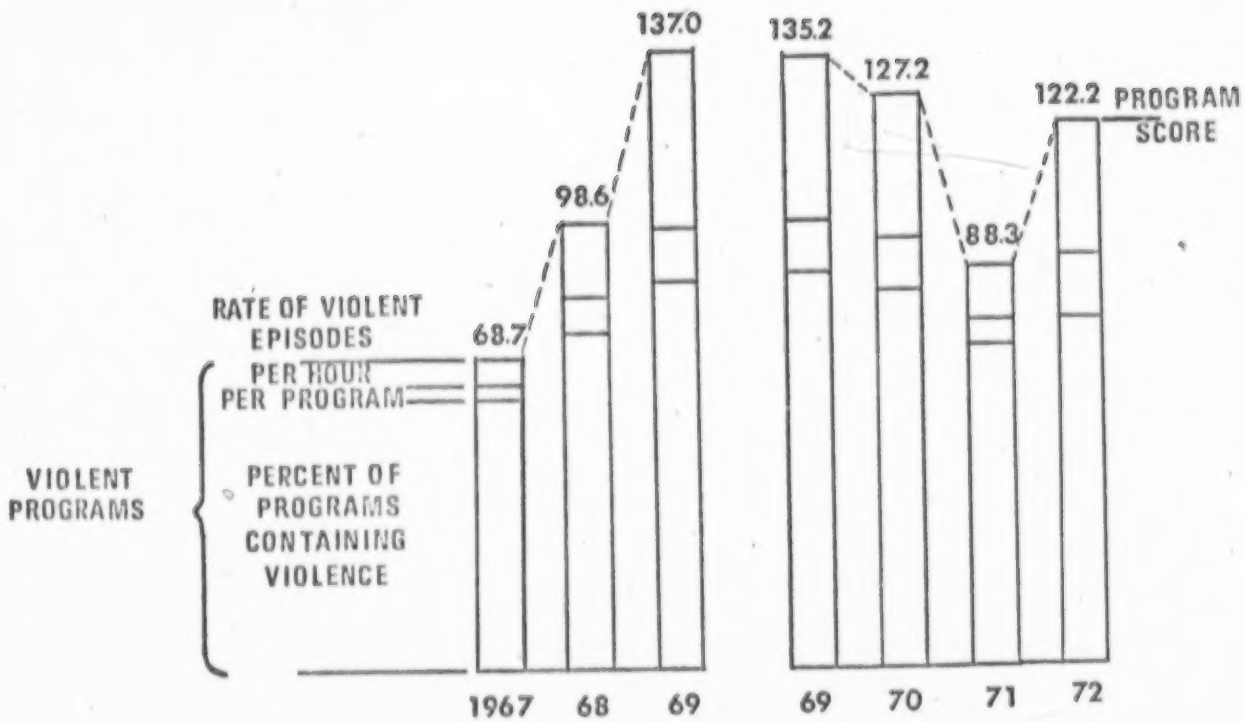

FIGURE 32: MEASURES AND INDICATORS
ALL PROGRAMS
NETWORK COMPARISON, 1969-72

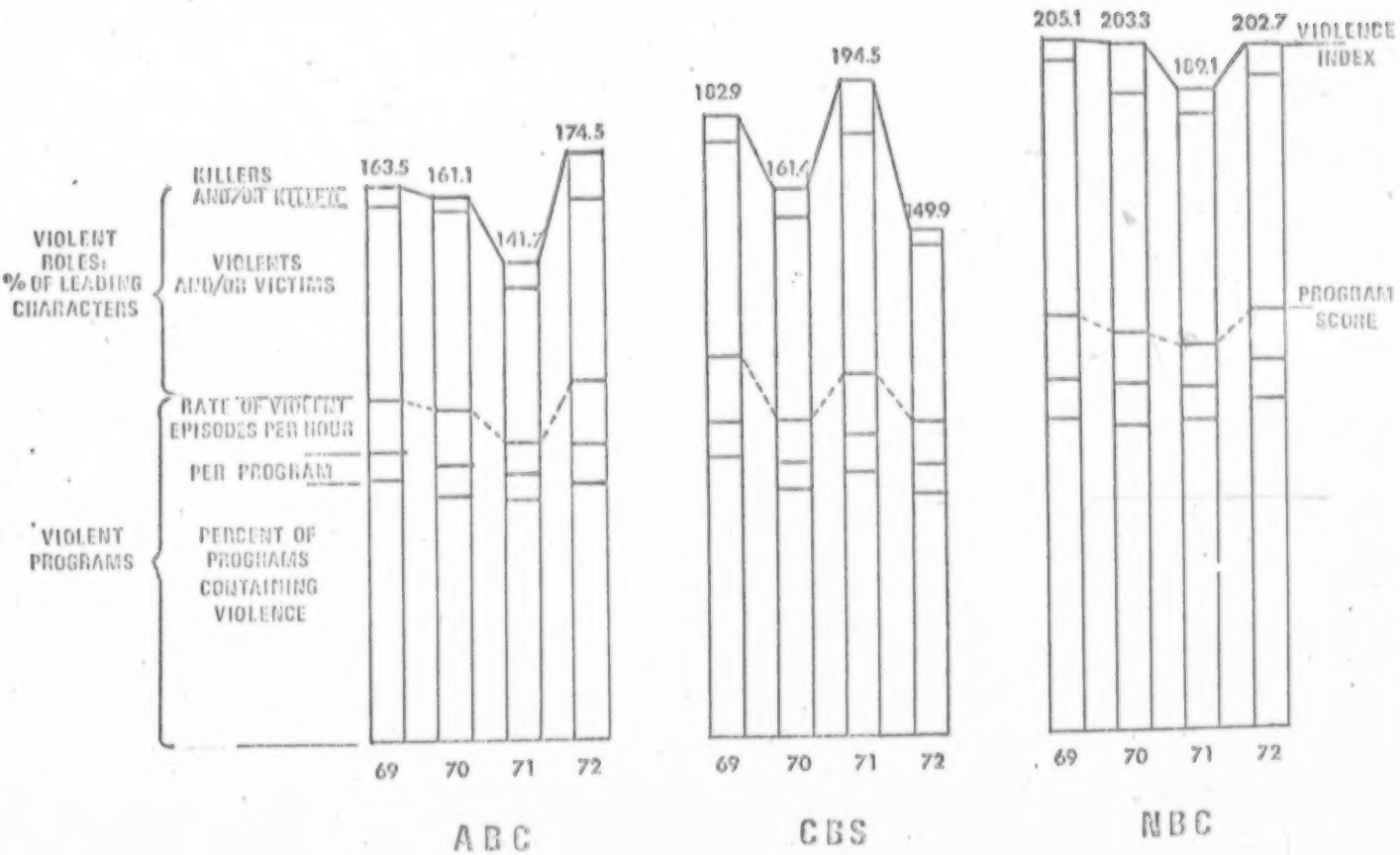

FIGURE 33: SELECTED MEASURES, CARTOONS
NETWORK COMPARISON, 1969-72

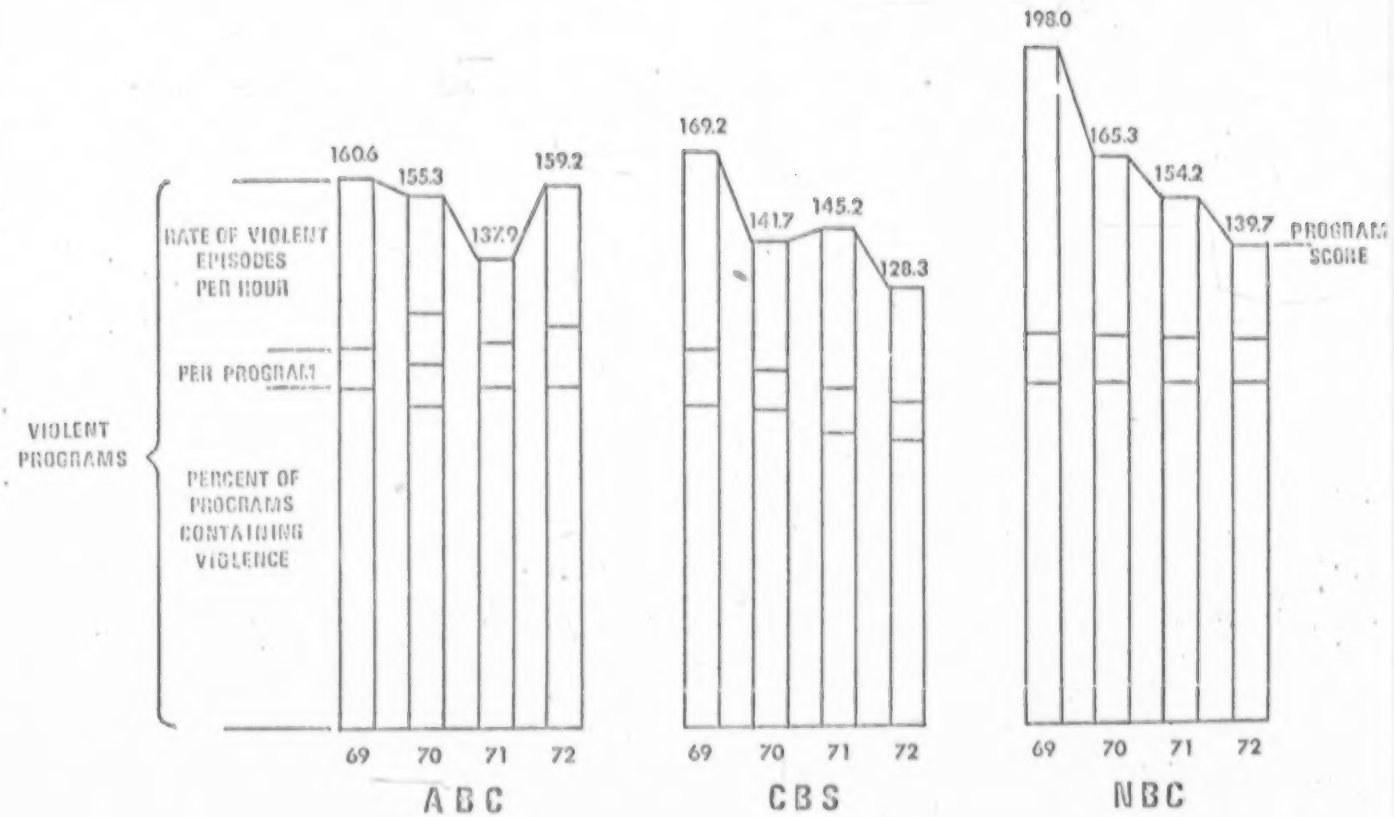

FIGURE 34: SELECTED MEASURES
NON-CARTOON PROGRAMS
NETWORK COMPARISON, 1969-72

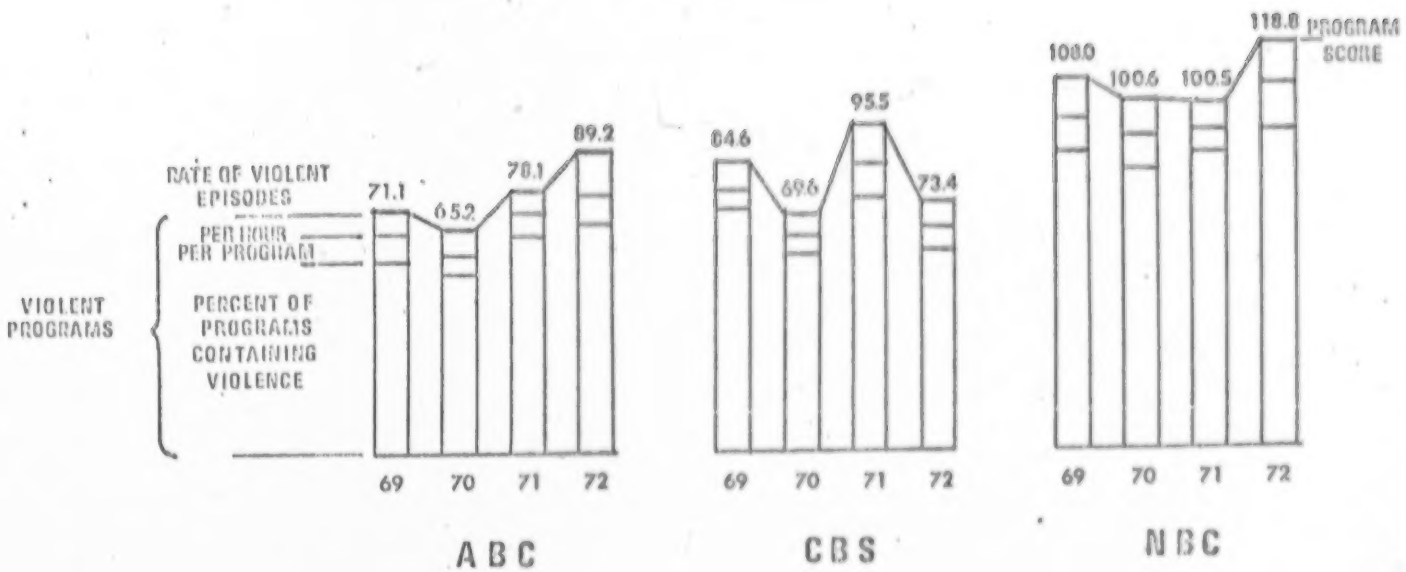

FIGURE 35: SELECTED MEASURES
CRIME, WESTERN, ACTION-ADVENTURE
NETWORK COMPARISON, 1969-72

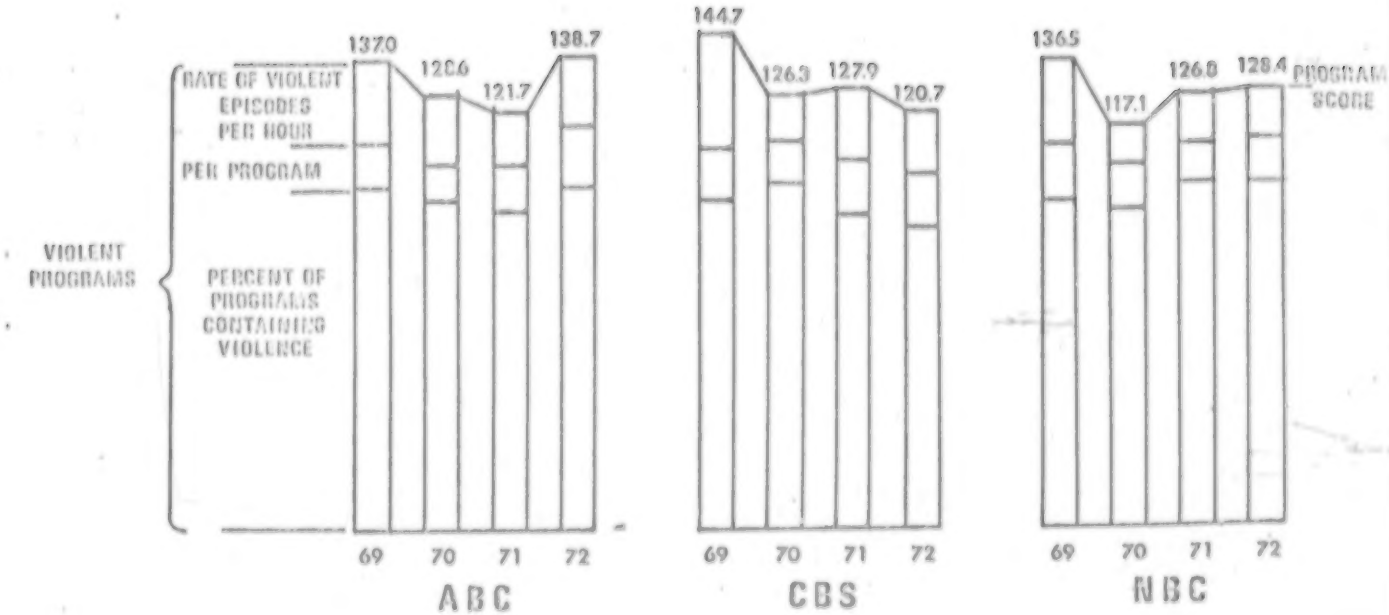

FIGURE 36: SELECTED MEASURES, COMEDY
NETWORK COMPARISON, 1969-72